

SEP 18 1928

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CXIV

NEW YORK, SEPTEMBER 15, 1928

No. 11

The Final Volumes of The Intimate Papers of Colonel House

More important, more sensational than the first two volumes . . . The *real* inside story of the secret treaties, the missions to this country, and the bitter quarrels of the Peace Conference.

"It restores to human proportions the great figures. It sets forth with a clarity nowhere else discoverable the reasons for Wilson's ultimate defeat."—Frank W. Simonds.

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August 28, 1928

Mr. Alfred A. Knopf,
730 Fifth Ave.,
New York City

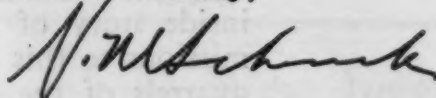
Dear Mr. Knopf:

I have just finished reading

Deeping's - OLD PYBUS

and want to express my keen appreciation of this splendid story. It is in every sense a delightful book and in my opinion worthy of a permanent place in English literature.

Yours cordially,



VMS:LL

Warwick Deeping's new book is destined to be not only a great popular success, the sales of which will be numbered in hundreds of thousands, but a best seller of the years. It will be published on September 14, price \$2.50, and a great advertising and publicity campaign will be in full swing immediately. Prepare for the consequent demand.

Alfred A. Knopf



Publishers, N. Y.

Fiction

A LANTERN IN HER HAND

By BESS STREETER ALDRICH

*Author of "The Rim of the Prairie,"
"Mother Mason," etc.*

Mrs. Aldrich has here written a truly wonderful novel of the West she knows so well. The canvas is a big one of three generations and in following the heroine, Abbie Deal, one sees the life of the prairies from the pioneer days to the present. Abbie Deal is a character of arresting significance, her story is full of strength and sympathy. \$2.00.

ABBÉ PIERRE'S PEOPLE

By JAY WILLIAM HUDSON

Author of "Abbé Pierre."

All the world remembers Abbé Pierre from Mr. Hudson's muchly admired earlier work, and all the distinction and beauty of the character is retained in the new book. Life in Gascony unfolds before you and on every page is the wisdom and humanity of "Abbé Pierre." Late September. \$2.50.

D. Appleton and Company

35 West 32d Street, New York

34 Bedford Street, London

The Ryerson Press, Queen and John Streets, Toronto, Ontario, handles the Appleton general trade line in Canada.

Biography

MARY ANNE DISRAELI

By JAMES SYKES

With Maurois' "Disraeli" sweeping the country there is indeed place for this delightful biography of the woman who played so essential a part in the statesman's career. Illustrated. \$2.50.

ROYAL PORTRAITS

By PRINCESS

MARTHE BIBESCO

The author of "Catherine Paris" has here written a charming book about the royalties of the day that everyone is interested in and whom she herself knows intimately. A piquant and lively style makes these sketches memorable. Illustrated. \$3.00.



Jeffery Farnol Scores Again in GUYFFORD OF WEARE

Here is a delightful new, typically Farnol-esque novel of England in the early seventeen hundreds. "Give a dog a bad name—" thought Sir Richard; and then, to protect a woman, he makes no effort to prove that the name he had been given was undeserved.

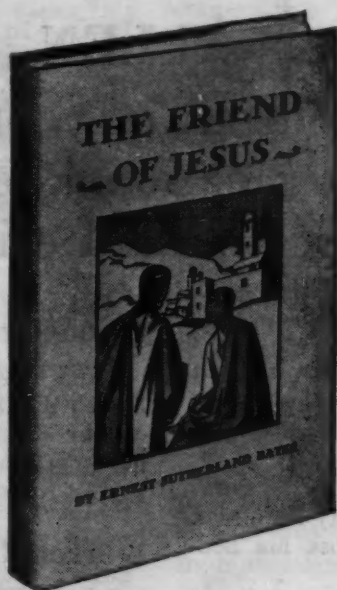
The story is a network of intrigue and misunderstanding, with its hero hiding among friendly highwaymen and gypsies while striving to uncover the plot that brands him a murderer.

Farnol's novels, highly spiced with adventure and romance, are always best sellers. "Guyfford of Weare" will worthily maintain the Farnol tradition of success.

Ready September 22. \$2.50

Boston

LITTLE, BROWN & COMPANY Publishers



WHEN Sinclair Lewis was a reader for a publishing house he tried — unsuccessfully — to induce his firm to publish this book.

On June 15th, Christopher Morley wrote us: "I first read *The Friend of Jesus* in manuscript out at Garden City—oh, 12 or 13 years ago. For more than a dozen years I've conducted a sporadic guerrilla to get it published. I can honorably say that ever since I first read Bates' manuscript I have had a more energetic idea of Christ than before. I honor your good sense in taking so fine a thing."

The Friend of Jesus has gone the rounds of publishers off and on for fourteen years. It is incomprehensible to us that it has not been published before.

We are publishing it on September 21st with an enthusiasm that is bounded only by the dignity which this noble book deserves.

Simon and Schuster

Set in 12 point Caslon with marginal headings. 216 pages, printed on laid paper, bound in cloth. Size 6 x 9 inches. Price \$2.50

Masks in a Pageant

WILLIAM ALLEN WHITE
draws the curtain on September 25
from certain national reputations
in his new book of biographies

Dick Croker

"He not only fought at the drop of the hat, but often jogged the hand which held the hat, being an impatient lad with no stomach for dalliance."

Thomas Platt

"A mere cold-blooded, mousy, fidgety little man who walked cautiously catwise across his bedroom floor."

Benjamin Harrison

"The last Sunday before his Presidential inauguration Harrison, as deacon of his church, 'passed the plate' for the weekly collection."

William J. Bryan

"His magnificent earnestness was hypnotic, first of all self-hypnotic, because he lost no force of eloquence in convincing himself."

Theodore Roosevelt

"Mostly Roosevelt was canine and spiritually kicked dirt behind him and barked."

William H. Taft

"Senator Dolliver described him as a large amiable island surrounded entirely by persons who knew exactly what they wanted."

Woodrow Wilson

"And here was Wilson with his Irish heart, his Scotch dignity, well-tailored, silk-hatted, straight, erudite and aloof, the professor in the political bull-ring, none the less a hero if he was not the perfect toreador."

Warren G. Harding

"This White House is a prison. I can't get away from the men who dog my footsteps. I am in jail."

Calvin Coolidge

"He is negation incarnate. As President he straddled progress face backwards."

Al Smith

"There is no reason why the back alley cannot produce as good moral, spiritual, mental and physical timber for politics as the backwoods."

William McKinley

"It was this episode which drew from Roosevelt the classic remark: 'McKinley has a backbone like a chocolate eclair.'"

WILLIAM ALLEN WHITE'S name is almost like a trade mark in the realm of letters. Editor, writer, philosopher, sometime politician and judge of the Book of the Month Club—his reputation reaches from coast to coast. And that's the area our initial advertising will cover. Watch for it, and tie up your sales plans for **MASKS IN A PAGEANT** Price \$5.00

THE MACMILLAN COMPANY

BOSTON

CHICAGO

ATLANTA

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DALLAS

NEW YORK

SAN FRANCISCO

Over the Bounding Main

"A SCOTCHMAN," observes Captain John Cameron, "is never entirely contented unless he is putting words on paper."

The old salt himself was happily afflicted with that incurable disease of inward unrest. And from such an urge has come one of those great tales of adventure which have served to divert and thrill sedentary souls since Ulysses escaped the sirens and found a poet to record his exploits.

John Cameron did not always escape the sirens. And he had to tell his own story. His odyssey has been transcribed and edited by Andrew Farrell for the cliff-dwellers of this modern world who take their adventure, for the most part, vicariously. From musty note books, from diaries stained with sea water, from old papers preserved through a quarter-century of buffeting about the seven seas, John Cameron in the leisure of his old age set down the strange ways in which life had touched him. The story begins in Scotland with the call of the sea to a boy of twelve and ends in far-away Japan when the old sailor was home from his last voyage.

In the years that lay between John Cameron found adventure. Storms, murderous fights, sudden death, thrilling wrecks, months on a deserted island, savage chiefs, cannibals, heathen rites,



Spanish dons, dusky damsels, rogues, gentlemen—all crowd these glamorous pages. Exotic scenes give the book a colorful background. Crisis piled on crisis imparts a sort of breathless interest which few imaginative works achieve.

So strange is the truth that when Captain Cameron told Robert Louis Stevenson one incident of his life, the novelist, then in the South Seas in search of health, used it as the plot and theme of *The Wrecker*.

Material for a dozen novels is in this odyssey. The chapter in which the skipper relates with charming sang froid the events of a stormy voyage across 1600 miles of the Pacific in a frail open boat is unforgettable. His sole companions on this adventure were a lunatic sailor, rescued from an island, and a plump Chinese boy, taken aboard more as reserve for the inadequately stocked larder than as a member of this strange crew. As it turned out, the mistake of a huge sea turtle in picking the course of the boat for his siesta made it unnecessary to resort to the premeditated cannibalism.

In such a vein the story moves with the speed of a tropical squall from episode to episode. It pulses always with the mighty power of the sea. It spreads before you the strangeness of far-off lands. Here dark beauties of the southern islands mingle with tatterdemalions of every land. Adventurers, shysters, racketeers ply their evil and sinister trades. Gentlemen from Europe and America, without a past or future, drift aimlessly in the anonymity of the great Pacific wastes. Danger is as omnipresent as the grog bottle. Life was raw and primitive, and always exciting in those days before steam snipped the wings of the clipper ship.

When you buy JOHN CAMERON'S ODYSSEY, you take passage to the far ends of the earth, you begin to adventure gloriously, to live lustily.

And that's why many of your customers are ready to buy just this kind of book.

Publication October 16—Price \$5.00

THE MACMILLAN COMPANY

::

::

NEW YORK



4 new Viking books for October 4 reasons for an increase in sales

TO THE PURE

A STUDY of OBSCENITY and the CENSOR

by MORRIS L. ERNST and WILLIAM SEAGLE

"It seems to me," says Edna Ferber, "that anyone who has ever read a book, or written a book, or published a book, or sold a book, will want to read this one." In *To the Pure*... two lawyers have presented the case against censorship, particularly as applied to books. Written in a lively style, this volume contains some of the most sensational matter that has ever appeared between book covers. There will be coast to coast newspaper publicity, a huge advertising campaign and the sort of heated controversy that will drive customers into your store. Every bookseller owes it to himself and his business to get behind this important book. Imprinted circulars on request.

To be published on October 1. \$3.00



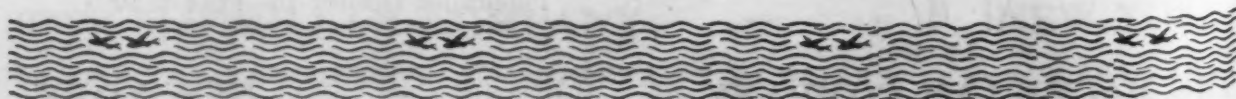
A LITTLE LESS THAN GODS

by FORD MADDOX FORD

Mr. Ford (having completed the Tietjens tetralogy) turns to a romance of Napoleonic days with Marshal Ney, le Beau Sabreur, as the main figure. This narrative was originally planned by Conrad and Ford as a collaboration. The collaboration was interrupted by the war, but from the idea sprang Conrad's unfinished novel, *Suspense* and this companion volume. Conrad fans and Napoleonic fans are certain customers for this novel. We believe it to be by all odds Mr. Ford's most popular book—a stirring historical romance that will live.

To be published October 15. \$2.50

30 Irving Place • THE VIKING PRESS • New York City





A SON OF EARTH

COLLECTED POEMS

by WILLIAM ELLERY LEONARD

Two Lives, Mr. Leonard's narrative poem, has had one of the most astounding sales in bookstore history and still goes on selling. This new volume is a poetic autobiography, containing the best of Mr. Leonard's work, and much new material, including the sonnets which he suppressed from *Two Lives*. Those who still claim that "poetry doesn't sell" will find potent evidence to the contrary in this volume. There are a few copies unsold of the limited edition of 350 copies autographed by the author. Orders will be filled in order of their receipt. Limited edition: \$7.50.

To be published October 1. Regular edition. \$3.00



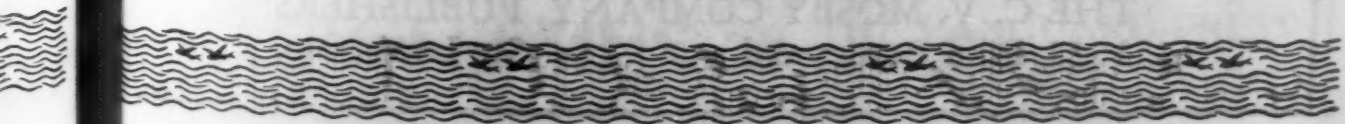
R A S P U T I N

THE HOLY DEVIL

by RENÉ FÜLÖP-MILLER

"Our first really deep-going account of the development of that extraordinary man and divine," says *The New York Times* in a review of the German edition. Romain Rolland, Thomas Mann, Merejkowsky, Knut Hamsun and Stefan Zweig are keenly enthusiastic about this great biography. We consider it to be our big non-fiction book of the year and will promote it accordingly. Our advance sales indicate an enthusiasm on the part of the trade greater than for any book we have published, with the exception of *Ask Me Another!* The jacket in four colors, the ninety illustrations, striking posters, imprinted circulars, and the finest advertising quotes from some of the greatest writers should help to make this the big selling biography of the season.

To be published October 15. \$5.00



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Vitamine Requirements of the Body.
Water Requirements of the Body.
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THE NORMAL DIET

THE C. V. MOSBY COMPANY, PUBLISHERS
3523 Pine Boulevard
St. Louis, Mo.

The advance sales for this book are fine . . . and it is an unusually good book . . .

THE SHADOWY THING

by H. B. Drake

Three weeks before publication day, advance sales for *THE SHADOWY THING* had reached 2836 copies. Why? Because booksellers had read H. B. Drake's first book, *CURSED BE THE TREASURE*, last spring. Because they know the man can write. Because they can therefore recommend the book safely and help us push *THE SHADOWY THING* past ten thousand in sales. Or, if for none of these reasons, then we don't *know* why. But an advance sale of this size upon a second book by any author is quite satisfying to any publisher.

THE SHADOWY THING is a little unlike *CURSED BE THE TREASURE*. Dr. Canby and many other good critics called *CURSED BE THE TREASURE* "a second *Treasure Island*". We think they will all refer to *THE SHADOWY THING* as "a second *Dracula*". It is a beautifully written and remarkably exciting mystery-horror yarn. Will you send for a copy to read? Then, if you like it, we'll be glad to furnish you with posters and imprinted post-cards to help you sell it.

Price \$2

Publication Sept. 27

The advance sales for this book are rotten . . . but it is an unusually good book . . .

THE GOLDEN GOSPEL

by Gabriel Scott

Three weeks before publication day, advance sales for *THE GOLDEN GOSPEL* had reached 603 copies, about one-fifth of the sales of *THE SHADOWY THING*. Why? We wish we knew! We think *THE GOLDEN GOSPEL* an unusually fine book, one of the three best works of fiction we have published. Yet booksellers are told this so often, by so many enthusiastic publishers' travelers, that they failed to order *THE GOLDEN GOSPEL* from *our* travelers by the hundred!

THE GOLDEN GOSPEL is by Gabriel Scott, and in Norway it is a prime favorite, appearing in many gift and illustrated editions there. It is a whimsical and tender novel, the story of how St. Peter and the Lord came down to earth and what they found here.

Will you send for a copy to read? If you do, you will want to recommend this book to your discriminating fiction customers. And we'll be glad to furnish you with posters and imprinted post-cards to help you sell it.

Price \$2.50

Publication Oct. 4

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Answers to 150 questions from many sections of the country, from all walks of life, from men and women, young and old.

There seems to be magic in Copeland Smith's ability to get behind the outward expression of the questioner into the very heart of the problem leading to the question.

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*A great human document
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**WHAT AND WHY
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*The 1928 edition of this
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Imprinted circulars sent upon request



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Sales Representatives

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\$2 saves you \$200 or \$2,000 or \$20,000

[or perhaps your life]

by keeping you out of

Auto and Truck Smash-Ups!

MARCUS DOW'S great and timely book

STAY ALIVE!

is packed with

THRILLS

TRAGEDIES

and

LAUGHS

In 232 pages, with 32 cartoons, the author has created a virile and original character, **Jim the Truckman**, who, in the slang of the day, gently kicks the "**drivin' fools and walkin' yaps**" who annually cause 25,000 deaths on our highways.

Read!

Smile!

Heed!

Publication date September 20

\$2—at all living Booksellers

*The dead ones may have been killed
by an automobile or truck.*



Jim

MARCUS DOW, Inc., Publishers

11 West 42nd St., New York

Telephone: Longacre 9405

regarding travel

"Pleasure travel" interests mainly one group of persons—those possessing both means and imagination.

Curiously, this same group forms the largest potential book-buying unit in the market today.

Just under one-half of The Bookman audience travels abroad, as was shown by a recent survey of The Bookman subscribers.

Whether a trip to Europe is considered as merely "a fortnight on the other side" or as the anticipated adventure of a lifetime, returned travellers are always eager to read of the experiences of others who have ventured into foreign lands.

Unquestionably books on travel appeal primarily to the traveller.

It is obvious then that The Bookman offers a direct market for books of travel and adventure.

By statistical analysis of this year, 42.75% of The Bookman readers have travelled abroad.

The BOOKMAN

First Printing, 90,000 copies!

HUNGER FIGHTERS

by
Paul de Kruif

AUTHOR OF
MICROBE HUNTERS

Illustrated \$3.00

It's bound to be a "best-seller." Everyone who bought "Microbe Hunters" will buy it and revel in it, and thousands of NEW readers are certain to be caught by this gorgeous book. Make a note now to take frequent counts of your stock, beginning with publication day—

OCTOBER 4th

**NEW YORK · HARCOURT, BRACE
and COMPANY**

The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, SEPTEMBER 15, 1928

Jack and Jill at the Sather Gate Book Shop

A Bookstore That Has Found a Way of Rearing a Perennial Crop of Eager Readers

Ray Nash



AS far as externals go, Sather Gate Book Shop on the rim of the University of California campus at Berkeley is unpretentious enough. It lies quietly in the middle of a busy square where a heedless passer-by could easily miss it entirely. Still, figures prove this the site of one of the real centers of literary interest on the Pacific coast.

Eugene Sommer, whose shop this is, believes in quieting down the sales machinery and avoiding dynamic display, believing that anything that distracts from the books themselves cannot be used. "No one can be bludgeoned to his literature," says Mr. Sommer, "he must be fascinated by it."

The Window Display

The eye of his prospective patron is the first ally which Mr. Sommer wins to his side. His windows do not dazzle perception, for their furnishings all carry the eye toward the key display. Everything tends to a focal point which, in the instance, of the window here reproduced, was a new popular account of California's own Herbert Hoover, the man of the hour. Each section of the street windows holds a première attraction with a subsidiary supporting cast in unostentatious attendance.

"We've just adopted this plan," explained Sidney Lee, second in command at

the Sather Gate institution. "Everything used to go into the window with the hope of catching a customer's eye. But this type of window is bringing in the business, it's getting the results, and it's here to stay. Since we've been concentrating on one central theme in each window, more persons come in to inquire about the special title on display than we've ever known before." The knot of onlookers at the Hoover window as he spoke proved his words.

Accessible Tables and Shelves

Inside the hospitably open door, a number are always browsing at the tables. Each quickly finds his choice, for neatly lettered group markers point the way. As long as one is reading he is never disturbed, but showing indications of restiveness, an attendant is at his elbow in a moment to help him or make suggestions.

"One old lady has been coming in here every day—there she is now," Mr. Lee nodded, "to read a chapter or so out of the second volume of *Trader Horn*. . . . it's never in at the public library. We always encourage that. If anyone wants to look up some particular topic, we equip him with a comfortable chair, a table, and an armload or so of material and let him read to his heart's content with no feeling of obligation at all. That is all a part

of the public relations policy of the Sather Gate store," said the proprietor.

The Jack and Jill Library

But it is in the children's bookroom with its unique Jack and Jill Library that the Sather Gate Book Shop definitely steps out as a pioneer without a rival. By means of its intimate contact with child life, maintained thru two women specialists, one formerly an accomplished kindergarten teacher and the other recruited from the children's department of a public library, in conjunction with an elaborate card index system, Sather Gate Book Shop is rearing its own perennial crop of eager readers.

Each young patron has his private card in the filing cabinet and on it is his analysis by the experts in charge of this branch of the store. It judges his character, tastes, and progress and guides the mentors in their choice of his next book.

The next book, by the way, has already been provided for. The Jack and Jill

Library, indeed, is a precursor of the Book-of-the-Month idea. Intended for children, however, it is both more personal and much more selective. It arranges, in the first place, that the parents budget a certain sum for the children's reading. And the staff of the store does the prescribing and distributing; nothing is left to chance.

As each child-client of the Jack and Jill Library progresses in his literary capacities between six and sixteen, the service provides more advanced books for him until finally he is "graduated" with a prized library of his own and, more important from the bookman's viewpoint, a reading habit which will persist thru life. Good salesmanship? None better. And what a social service!

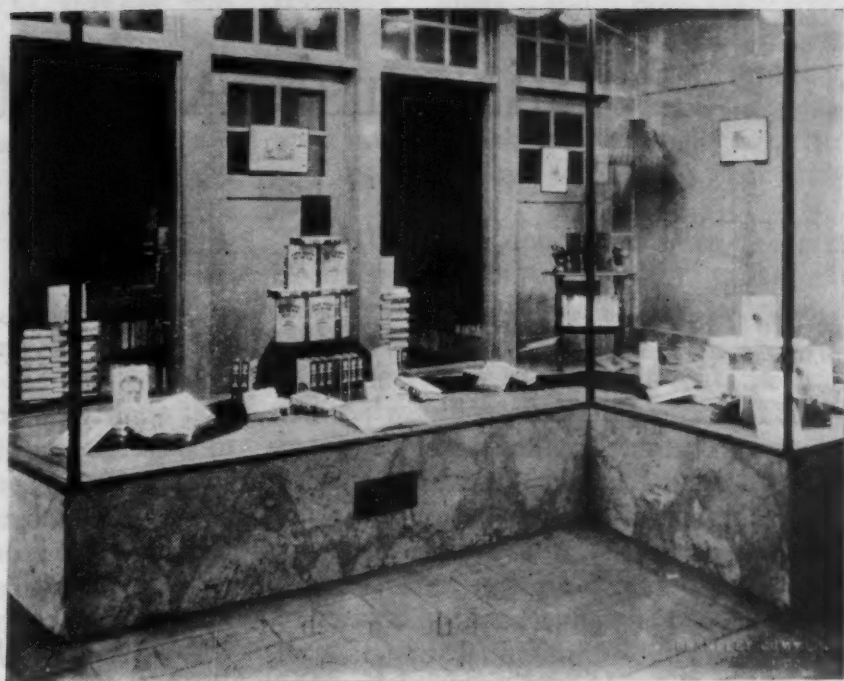
Book Gifts for Young Readers

When a ragged little urchin comes in to read, he seldom goes out again without a book under his arm, a gift of the store. For reading habits—and perhaps Mr. Som-



Interior of the Sather Gate Book Shop showing the new decorative frieze for which the store held a competition. The Jack and Jill Library is in the background.

*Window displays at
the Sather Gate Book
Shop tie up closely
with the news
of the day.*



mer borrows his psychology unwittingly from Kant—are early formed and Sather Gate Book Shop is laying the cornerstones of some fine libraries of tomorrow.

Not belittling at all the importance of the far-seeing work with the Jack and Jill Library, the great proportion of the Sather Gate public, of course, forms the 11,000 and more enrollment of the University of California. And, if we believe Mr. Lee, it is a reading public with an intelligent interest turned most conspicuously toward philosophical novels—"The Bridge of San Luis Rey" alone went over 2000 strong and still enjoys a brisk demand—and travel books sell well. The greatest volume of *Modern Library* sales west of Chicago and a lively movement in the *Star Series* show more of the student taste.

A Local Competition

The latest campus enthusiasm was turned toward the Sather Gate Shop when, some three months ago, Mr. Sommer offered a substantial scholarship award to the student who designed the best frieze for his store. After three months of spirited competition, actively stimulated by the head of the university art department, a senior's work was chosen and it now graces the main room of the building. Famous authors of all times, lettered in condensed Gothic text with fadeless German oils and cunningly contrived to harmonize both in color and design with architecture and

stock, is the form of this bright border frieze.

The Store's Auditorium

An upstairs auditorium is a secondary but important contribution of the Sather Gate Shop to the cultural life of the community. Excellent lecturers are brought here who address the students and townspeople as guests of the bookshop. Here it is, moreover, that student discussion groups meet and here the California Writers' Club traditionally trysts. In this way, Sather Gate Book Shop has become the recognized center of the intellectual life of its region. And books, everyone knows, are first of all the fodder for hungry minds. Hungry minds instinctively turn to Sather Gate.

At the exit is a fetching display of the current Book-of-the-Month. This is one of the most profitable devices in the store, for the management has learned that the tremendous volume of advertising which gives these selections such a send-off can be fruitfully turned to the advantage of the individual salesman. Sather Gate Book Shop can rely on a steady demand for the monthly selections of the Book-of-the-Month Club.

Thus we have only to make one brief circuit of the store for the answer to our original query: Why is unassuming Sather Gate Book Shop one of the Coast's leading book centers?

Publishers' Advertising

Michael Sadleir

PART III

Newspaper Publicity—Net Sales or Quality?

LET us now seek to apply what has gone before to the chief genres of publishers' advertisement set out in an earlier article.

It is granted that the individual book, rather than "books" as a general concept, is the object to the advertised; it is granted further that each individual or class of book is sufficiently different to require treatment specially suited to itself; it is granted finally that for economic reasons book-publicity has to be done as cheaply as possible, because even on a successful book the margin is small and by no means all books are successful. With these three postulates in mind, consider the publisher's problem in regard to Newspaper Advertising. At the very outset, his choice lies between what we may call advertisement by noise and advertisement by information. Shall he rely on display and repetition to force a realisation of his books on minds not specially alert to book-intelligence; or shall he set out his wares in places where book-inclined persons will naturally look for lists and descriptions of this particular commodity?

A controversy has lately raged between the London *Daily Mail* and *The Morning Post* which, tho actually on a much wider basis, is not without bearing on this publishers' dilemma. The *Daily Mail* argues that a paper with a million circulation is twice as valuable a publicity medium as a paper with a circulation of half a million, ten times as valuable as a paper with a circulation of one hundred thousand, and so on pro rata. *The Morning Post* replies that a million of circulation does not necessarily mean a million readers of advertisements, further that every newspaper reader is not to the same degree a potential purchaser of advertised goods and

that quality of circulation is more important to advertisers than quantity.

We cannot pretend to judge the right policy in this matter for tooth-paste manufacturers, for drapery stores or for proprietors of cigarettes; but no publisher can hesitate to say that from his point of view *The Morning Post* is talking sense and the *Daily Mail* rubbish.* Except in the very exceptional cases when a book has a purely "stunt" appeal and no literary significance whatsoever and when an outside fund provides for lavish advertising, *the circulation aspect of a periodical is of no importance whatsoever to the publisher-advertiser, unless it be allied with definite quality.* In our view a full-page advertisement in the *Mail* or the *Express* would be unlikely to sell as many books as would one column in the *Times Literary Supplement*, and for the simple reason that *Mail* and *Express* readers—even tho many of them may be people of bookish tastes—are not thinking about books when they read those papers, and will simply not absorb book-information even tho it be there before their eyes, because their minds are attuned to other thoughts. But no one reads the *Times Literary Supplement* except he be in a mood for books, and in consequence the publishers' advertisements

*It is noteworthy that individual advertising experts, both English and American, are beginning to argue along these lines with reference to all commodities. This is shown by the following two extracts, the first from an interesting article signed "Tubby" and published in the *Review of Reviews*, the second in a speech made at the Detroit Advertising Convention by a member of the Chicago firm of Libby:—

"Newspapers in which your advertisements appear are not without the great sales and circulations which they claim—very far from it; but their sales and circulation are in great degree worthless. Avoid this 'Net sale' business as you would the devil. Having a quality article use only the quality press.

"I believe in quality rather than quantity. Not how large is the circulation of an advertising medium but to what class of people does the paper go, is coming to be the guiding rule for advertisers in the United States."

almost become part of the text of the paper and, as such, have nearly as direct and welcome an access to readers' minds as have the critical articles themselves.

Here, then, is the second great mistake made by outside critics of publishers' publicity. They ignore the vital importance to publisher-advertisers of media to which readers come with books already in their minds. They judge book publicity by rules not applicable to books at all, assuming that you can transform a non-book-wanting public into a book-eager one merely by shouting very loud and often. They are wrong, and no amount of polysyllabic sophistry will make them right.

Very well then. Our publisher chooses his media rather by the quality of their appeal to readers than by the vastness of their sale. But he must carry this principle a stage further and sub-divide his "quality newspapers" according to the requirements of his list. To take two extreme examples, he will obviously rather advertise a theory of philosophy than a cookery book in *The Hibbert Journal*, and display a detective story in *The Sunday Times* more readily than a work on the Differential Calculus. In other words he will extend the system of discrimination from the general to the particular, and will sub-divide papers with bookaware publics into their various classes. There are papers read by persons anxious to compile a list of novels, travel and biography to be taken from a lending library; papers read by connoisseurs of art; papers read by students of general science, of psychology, of politics and so forth. Each of these papers will suit a certain type of book, presented in a certain way and more or less displayed according to the money available, and the nature of the book itself.

But there are further complications. The publisher must decide whether he is trying to stimulate library-borrowers by his publicity or buyers from bookshops. This depends not only on the class of book but on the particular moment in a book's career of an advertising effort. It will depend also on the dating and extent of any prospectus campaign which may be planned for the same book. Circulars,

travelers' visits and press advertisements must, so far as possible, be inter-related, for every type of propaganda affects a book's prospects in its particular way, and for each one there is a right time and a wrong time, a wise sequence and a foolish one.

Finally there must enter into the press advertisements of any publishing house a consideration of the mentality and temper of the authors concerned. It is hardly an exaggeration to say that half the press advertising of books is done for the sake of the authors—rather than to effect sales. Advertisements flatters an author's vanity; lavishness in advertising may incline him to go to one publisher rather than to another. In this regard authors are treated as female creatures to be dazzled and allured by a display of their admirers' generosity, agility or importance. Indeed the necessity to allure is even more imperative for the publisher than the lover, seeing that there are lots of women but only a few popular authors and, further, altho "everything (we are told) is fair in love," nothing (in our experience) is fair or even decent in the pirate-ridden world of books. No sphere of commercial activity can show rivalry more unscrupulous or parasite-interlopers more insidious and less vulnerable.

If we do not dwell on the author-flattering aspect of the problem of publishing publicity, it is not because it is unimportant. On the contrary, it is very important indeed. But it has already been dealt with in a masterly fashion by Frank Swinnerton in an essay on "Authors and Advertising," written some years ago for an American magazine and recently reprinted (by arrangement with Mr. Swinnerton) for presentation to all Constable authors on the occasion of the signing of their first agreement with the firm. Mr. Swinnerton has been a publisher and remains an author. He writes, therefore, with knowledge of and with sympathy for both points of view. He offers no solution of the difficulties which beset either party, for solution there is none; but he route-marks our lunatic-wanderings and it is always a comfort to know where one is.

Parts I and II of "Publishers' Advertising" appeared in the August 4th and August 11th Publishers' Weekly. These articles appeared in England in "Constable's Monthly."

Bookshops—How to Run Them

Ruth Brown Park

In Collaboration with the Staff of Doubleday, Doran Book Shops, Inc.

CHAPTER IV

Window Display

DOWN the street they come—those potential book customers. They are in a hurry. They are rushing along to important engagements. They are flying for trains. They are dashing for home before dark. They are intent upon their own business and utterly unconcerned about yours. Now what are you going to do to break that intent and make them concerned about yours?

You cannot stand outside your shop with a raised club and demand, "Go in there." At least, you cannot and still remain a public favorite. Nor can you even stand in the doorway and quietly beckon. Not unless you wish to be misunderstood.

No, you can neither club nor call. You must legitimately attract. And your only legitimate attraction at first is thru your windows. Later, of course, it is a different story of service and salesmen. But not until later.

Thru your windows you must slow down the passing throng. Thru them you must stop that throng, and thru them draw it across your threshold, inside your shop.

This, as you can see, is a problem: On either side of you may be attractive gift or clothing shops to lure the shopper. Down the way, a block from you, may be another bookshop, older and better known than yours. At the station nearby may be newspaper and magazine stands offering cheaper reading material. In fact, everywhere along the way grueling competition probably besets you. Therefore it is up to you to outwit grueling competition and get the book-buying passer-by thru the cleverness of your window display. This is your opportunity and you must take advantage of it.

How to begin: First, when you yourself

are walking down a street, as a stranger in a neighborhood, what is it makes you turn in towards one store window and not towards another? Very probably the effective lighting. The window that is properly lighted hits the consciousness of a passer-by when he is as far as twenty feet from it. If the window is a high, narrow one, the light is concentrated. If it is deep, then the light is evenly distributed. Glare must be avoided thru carefully concealed reflector attachments. This is worked out best by illumination experts. But make tests yourself. Do not be satisfied until you are sure your lighting arrests the oncoming crowds. Go outside and send your clerks outside to watch just where the feet seem to start turning in toward your shop.

Once you feel your lighting does lead feet toward your windows, the next thing to decide is, what will slow down those feet. And altho the average person does not know it, the thing which makes feet first drag a little in front of windows is *color*. Even before a passer-by knows what kind of wares a shop offers, a pleasing color will cause him to glance into a window. In order that a color be pleasing it must be harmonious to the shopper's eye. It must fit in with the shopper's mood. For example, a cool green background, carrying out a note of green in a book display, is pleasing to a shopper's eye on a warm summer's day. It will have a soothing effect as he looks at it and probably slow down his pace perceptibly. But this same display, a cool green, on a day in December very likely will cause him to break into a run. The same is true of warm colors. Employ orange or reds in July and drive your possible customers not across your threshold but into the nearest

soda fountain! Think yourself what colors are compatible with certain seasons; what colors you like to see in particular months, and then what colors repulse you in those months. Buy color charts at stationers. Study booklets on color values. "The Study of Color," by Michel Jacobs is exceedingly valuable in this connection. Know what colors go together and what do not. You can murmur, "Oh, the bunk!" but how about those passing feet? Are they *just passing*?

Once you have turned the feet toward your windows thru lighting and slowed them down thru color, the next thing is to stop them entirely, thru display.

Display opens up a tremendous number of avenues. You cannot go down them all. You can only go down one, and that one should be the one that leads straight to the open purse of your prospective customer. Now, no display leads to the open purse of an onlooker unless it touches his desire. He must *want* what he sees. You must have put there in that space allotted to you for bait, the kind of bait that will suit the taste of the person you are attempting to land. Otherwise the sidewalk tide moves on, and with it your half interested onlooker.

Therefore, when you first open your shop, take days off to study the type of person to whom you are most apt to have to appeal. By this, we do not mean that down one street walk all the cross-word puzzle buyers and up another all the Post "Etiquette." But we do mean that certain localities do harbor certain demands, and you have to anticipate what those demands will be.

If you are in an exclusive residential district, you will not include the same display that you would in a Wall Street window. Or if you are in a fashionable hotel location your bait will be for the élite as against the more general sale of the department store.

Nothing is more intriguing than "hunching" the tastes of the people who are going past your shop every day. The more psychic you are, the more successful you will be in business. No one can hope to stop everyone, but everyone can hope to stop a generous proportion. Because every neighborhood does have a certain average of alike people—"birds of a feather"—and

these birds will all have somewhat the same taste in goods.

Now, considering that you have analyzed cleverly your passer-by and that you know approximately what he wants to buy, the next thing is to get what he wants to buy before him in the most attractive form.

The consensus of opinion among the most successful window decorators is that the best form of display is the simple balanced, colorful one. Violating any one of these three qualities destroys some pulling power your window might have. For instance—simplicity. You yourself have stood before the jumbled window—the window where there was no single central idea. You have become weary and turned away long before you had digested half its contents. Whereas, on the other hand, you have been face to face with a centralized idea in a window. Every object in that window has had a bearing on that centralized idea. With pleasure you have unwoven the display message. Every object in the window has said one more thing about that message to you—hit *your* especial taste as it were, and you have bounded inside the door of the shop to gratify that taste.

As a concrete example of the centralized idea in window display: You are a book-seller. It is summer. You have a large stock and you want to appeal to the largest number of people possible thru your windows. What is it that interests the largest number of people in summer? Obviously, travel—either they are going traveling themselves or their friends are going. Or they would like to be going. Your problem is simple: A central idea, an idea woven around travel. Anything that will be helpful to the traveler; anything that will add to the pleasure of the traveler; anything that will pass the time for him. This is what your window should be now. First, as a background use panelling of either pale blue or Nile-green cardboard. Then a neutral floor covering of light tan monk's cloth. If the window is large, divide it into three parts. The central part, the travelers' helps—a large pile of Baedekers Satchel guide books, city guides, books on restaurants, books on wines, foreign dictionaries, maps—in fact, anything that will give information to one journeying either in this country or abroad.

Then to the right put travel books dealing with various countries, books which are not so much guides to as "flavors" of various haunts. And on the left sport books and novels along with a few magazines to pass the time on trains or on shipboard, or after one actually reaches one's summer destination. Of course, as you arrange the window, observe carefully the balance color conflict, and the various planes of the window. Flat windows are fatal, so avoid them by gentle graduation down from the back. Placards obtained from the National Association of Book Publishers, 25 West 33rd Street, New York City, saying "Bon Voyage" or "Vacation Hints," add to the force of what you are attempting to convey, and one reputable Fifth Avenue bookseller had a small train of toy cars and a miniature ship model further to enforce this travel message. Everything in your window has spelled one thing—"Travel." You have not digressed once, yet you have made a wide appeal. This is having a successful window.

It is well to employ price tags, especially when you are displaying an item at a special price or introducing a new series at a low price (Star Dollar Books, etc.). People hesitate often to come in to ask prices; if the price is told in the window and it is reasonable usually they will purchase.

Mr. G. R. Turner of St. Louis writes:

"Explanatory window signs are of great value. They help clinch your sale by making it easier for the passer-by to select the books he wants according to his pocketbook. Every centralized idea should consist of more than piles and pyramids of books of a certain kind neatly piled; they must have an explanatory sign, giving a brief summary of the book's content and the price. For example, a pile of *The O. Henry Prize Stories of 1927*, chosen by the Association of Arts and Sciences. A pyramid of these books in the window means little, but a neat card bearing a legend, like the following, sells the book";

\$850.00
 WAS AWARDED THE THREE
 WINNING STORIES IN THIS
 VOLUME
 FIFTEEN MASTERPIECES
 OF THE
 AMERICAN SHORT STORY
 \$2.50

Publishers also back you in your displays by furnishing attractive posters of cut-outs for some of their publications. It is only courteous to use these if they possibly fit in with the general spirit of your windows. If they do not, the fair thing is to return them at once (many of them cost several dollars), or at least notify the publisher, thru his salesman, why you are unable to use them. It is also a very good plan to follow up publishers' newspaper advertising in the plots of your windows. There is nothing like the actual sight of a book to sell it. Hearing or reading about it, then seeing it "in the flesh," clinches the bargain.

If you coöperate with a publisher and do a special window on any particular book be sure you know exactly how many of that book he has sent you on consignment. Every consignment is a potential liability until it is returned, and, like other orders, should be charged to your Purchase Budget.

It is well to tie up with theatres in selling published plays or movie books. Photographs of the actors and scenes from the recently published play make an attractive display.

Now following up particular current events of moment is another good method of display. With the birth of so many new world heroes it would be a fitting time to introduce some of the old satellites. Fascinating biographies of both old and new world heroes can stand side by side, along with modern clippings of interest and old facsimiles of historical matters of note. Use your windows to sell the idea that great men and women of history were great readers. Signs along this line are beneficial.

Then, of course, there are the seasonal displays: New Year's Day, Lincoln's and Washington's birthdays, St. Valentine's Day, St. Patrick's Day, a Spring window, Easter, Graduation, Brides, Children's Book Week, Thanksgiving, Christmas. In each one of these monthly displays, there is a wide chance for gift appeal. Are we working half hard enough to land birthday, graduation, and bride gifts? It is a positive fact that a bride will receive twenty-two silver jelly dishes and not one book. Very nice for the jeweler but awful neglect on the bookseller's part!

Play up the June bride window for all you are worth. Make your sets and rare editions speak for themselves. Make them the smart thing for the bride to receive. She will thank you, and, incidentally, your sales will bulge.

Watch your windows, not only weekly and daily, but *hourly*. One of the most successful booksellers we know says that if by noon a new window is not selling he changes it. If not entirely, at least in some respect. He never allows his windows to lose money for him. He works until a display sells. One good way to raise the selling power of your window is to inject a cheap edition now and then. Something like the Star Dollar Books of the Garden City Publishing Company or the Modern Library; the Borzoi Classics of Knopf; the reprints of Grosset and Dunlap and Burt. In one week-end a certain New York shop sold thru display one hundred and twenty copies alone of the Modern Library. So prod the public with desirable buys. Often the reason books lie on your shelves unsold is thru lack of display. Pump the blood of display thru your entire stock and see how vital it becomes.

If you yourself are alive and on the *qui vive*, watching for every chance to make your stock talk, your windows will reflect this same vitality. Windows reflect the personality behind them. Therefore, don't let yours reflect any atrophied qualities.

If you don't want these undesirable qualities in your windows:

- Don't overcrowd them.
- Don't have clashing or unseasonal colors.
- Don't have conflicting ideas.
- Don't have flat windows. Build them up highest at the back, graduating down toward the front.
- Don't make it difficult to read their titles.
- Don't have torn covers on display books.
- Don't have soiled window hangings.
- Don't have dust on the floor of your windows, or dirty placards and posters.
- Don't arrange books in fanciful groups so that it is difficult to read their titles.
- Don't violate balance.
- Don't allow your various window fix-

tures and trimmings to lie around when not in use. Try to keep them in a cupboard under lock and key.

Posters, announcement cards, seasonal cut-outs, publishers' cut-outs, vases for flowers, pasteboard backgrounds in various colors which can be hung by small thumb tacks, book ends, clippings, photographs, miniature models of vehicles—all these things add to the attraction of your windows.

Monk's cloth for curtains and floor covering is serviceable, tho you may have alternate hangings of velours for more formal display.

Occasionally small tables or glass-topped stands are used.

All this must be handled by your window helpers with the utmost care.

G. R. Turner of St. Louis writes further:

"Keep a file box for all successful signs and refer to it month by month. Never let an opportunity go by to tie up with some event—local or national—in your window display. Make your window card talk to the passers-by for you. You cannot do it inside the shop. When a new stock of imported bindings comes in, give exhibition space in your window as well as in your shop. Send out engraved invitations to *the best people*. Get a few jewelled bindings on consignment, samples of leather used, et cetera. Take orders for Christmas, also for special books to be bound. Results will be gratifying. This exhibition has worked very successfully for art books and for rare and limited editions."

As we have said already, each new shop must pick its own type of display and have its own particular expression, according to the character of the people who frequent its neighborhood. The following are some notes on the methods of decoration used by a diversified group of successful shops:

A Fifth Avenue department store bookshop, New York City.

Ties up book display with other departments in store. Example: For garden book windows, use garden furniture, garden tools; seed, etc. For travel book windows employ suitcases, golf bags, steamer rugs, to carry out ideas. It is important, however, to say when using extraneous display, "Primarily, this is a book window."

This shop must appeal mostly to women, therefore children's books and fiction dis-

plays are essential. Inspirational books in dull, depressed financial seasons, sell well. Seasonal displays are followed religiously.

An Arcade Shop in the Grand Central Station, New York City.

Wide appeal imperative on account of heterogeneous passing crowd.

Constant change advisable with frequent stress on cheap editions.

Estimate 40 per cent. of store sales thru windows.

The lighting excellent—shop standing out against other near-by arcade shops.

Rental library display essential.

An Exclusive Lexington Avenue Shop in a very fine hotel building, New York City. Appeals to the élite buyer.

Sporting books featured.

Smart novel.

Books on interior decoration.

Books on the arts.

All exclusive and sophisticated books.

An Arcade Shop in the Pennsylvania Station, New York City.

A wide appeal necessary on account of variety of customers. Both transient and permanent patrons.

Vital, centralized ideas used constantly, and great individuality displayed.

Color, great feature of decoration.

Large use of publishers' display material. Balance observed constantly.

A Madison Avenue Shop in an Exclusive Residential Section, New York City.

Keynote—dignity, yet not too dignified to be interesting.

Conservative, well-written novels best sellers.

Good field for children's display.

Fine bindings and first editions go well.

A Wall Street Shop in Downtown New York.

Appeal must be to men.

Central ideas employing business and biographical books used.

Adventure and detective stories profitable.

Travel books in demand.

Robust windows essential.

A Well-Known Shop in the Grand Central Terminal District, New York City.

Appeal must be to successful, well-educated business people.

Recent travel, biography, and good fiction are needed.

Chance, also, for an exclusive clientele, catering to a fastidious taste. First editions, fine bindings, and art books displayed, along with lent collections of modern paintings and etchings.

An Uptown Shop in a large Hotel for Women, New York City.

Appeal to the intelligent, modern woman.

Late novels, popular biography, and belles lettres, especially good.

Rental library profitable.

A Community Book Shop, St. Louis, operated by the Junior League Club of that city.

Children's books, particularly good.

Smart popular publications.

Appeals to women especially.

Fiction and popular miscellaneous publications good.

Rental library essential.

At Webster Groves, Missouri—a suburb of St. Louis, a small shop in a former gas-filling station.

Popular publications in both fiction and non-fiction.

Rental library flourishing.

For further suggestions and valuable data on windows see John Hotchkiss's practical chapter on window display in his manual (published by National Association of Booksellers, New York City). Here you have excellent suggestions for timely and productive windows by an expert. Especially recommended are his sample window cards. They are exceedingly worth while, particularly those giving seasonal displays.

Chapters I, II and III appeared in the August 25th, September 1st and September 8th issues of the Publishers' Weekly. Next week's chapter will be on "Buying."

In the Bookmarket

MOST authors, when they emerge from finishing the manuscript of a book, seek a rest loafing at sea-shore or mountains, a hunting trip, or the Riviera. Amelia Earhart set a new style. The day she corrected the final page proof on "20 Hrs. 40

Min.: Our Flight in the Friendship," she hopped off to fly across the continent—"just for a rest" as she put it. On August 31st, she started quietly from Rye, where she had been visiting Mr. and Mrs. George Palmer Putnam, and writing her book. She flew the little Avro Avian sport plane, formerly owned by Lady

Heath, in which the latter made her famous solo flight from London to Cape Town and back. The plane, empty, weighs only 898 lbs. In five days of easy cross-country commuting, Miss Earhart reached as far as New Mexico. She said she wouldn't hurry. She planned to fly only three or four hours a day. On this flight, as on the famous flight of the Friendship, she is keeping a log book. The trans-Atlantic diary, a dramatic document in itself, figures largely in her book. In it she set down, often writing in the dark, detailed impressions of the twenty hours and forty minutes of the flight—the only manuscript ever written in the air, over the Atlantic, at heights varying from 1,000 to 10,000 feet. ❀ ❀ ❀

"Jerome, or The Latitude of Love" by Maurice Bedel, that most delightful volume of sophisticated humor, which was awarded the Prix Goncourt in France, is to be dramatized. A. H. Woods, the producer, has just completed arrangements with the *Viking Press*, and Arthur Richman has set to work on the adaptation. The production will take place some time

this fall. ❀ ❀ ❀ Beverley Nichols (and columns in the newspapers testify to it) has arrived in this country. He is, as this department reported some months ago, to edit *The American Sketch*, a *Doubleday, Doran* publication devoted to satire, the arts, sports and social life. ❀ ❀ ❀



Amelia Earhart

In addition to the regular trade edition of Nathalia Crane's new book of poetry, "Venus Invisible," *Coward-McCann* will bring out a special edition of 500 copies, numbered, autographed and boxed. ❀ ❀ ❀ Sam Blythe's "My Dear! He Says Hawaii is American!" which appeared several years

ago in *The Saturday Evening Post* has been published in pamphlet form in Honolulu by *Nelson Pringle*. It is illustrated by Ray Morris, a cartoonist on the Honolulu *Star-Bulletin*. ❀ ❀ ❀

The September selection of the Religious Book Club is "The Background of the Bible" by Henry Kendall Booth. The volume is published by *Scribner*. ❀ ❀ ❀ A new map has been published by *Coward-McCann*, "A Map of New York In the Air." It is drawn by Mélanie Elisabeth Leonard and its colors are purple and green and orange on a cream-colored background. It is two feet high by two feet and eleven inches long and folds to fit into an oblong envelope. ❀ ❀ ❀

The neglected commuter is at last coming into his own. In Chicago the Argus bookshop has announced that Frank Henry Pettee, a local book lover, is compiling a list of distinguished works for the nucleus of a commuter's library. Just what Mr. Pettee, who commutes to the city every morning from Lombard, intends to include in his list is still a secret. Argus will publish the bibliography for free distribution.

THE Publishers' Weekly

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Founded by F. Leypoldt

EDITORS

R. R. BOWKER F. G. MELCHER

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62 West 45th St., New York City

September 15, 1928

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Tenth Book Week

NO one could have dreamed when Book Week was launched in 1919 that it would have grown to such great proportions and become an integral part of educational, library and booktrade enterprise. Its sponsors from the first kept the broad possibilities of the idea in mind, but so many promotion movements have come and gone in the meantime that it seems almost miraculous that this one should still be functioning and gaining in value and helpfulness. It is to be hoped that the occasion of the tenth observance will be seized upon by different communities to take stock of the progress that has been made during this period. Revolutions in the reading habits of the people do not take place quickly, but there has been a change in the book demands of this country and the material available to meet these demands that is extremely significant. If the bookseller or librarian will compare the announcement lists of publishers of ten years ago with those of today, the changes in boys' and girls' books will be at once apparent. Of one thing we are sure, and that is that the new demands and new understanding had to precede or go hand in hand with the new expansion of book production, and that cooperative work can still further increase the demand and thus

increase the opportunities for authors and publishers is proven by this effort.

It should not be understood that the sponsors of Book Week believe that they alone brought into being such important developments. The tides of book interest and changes in educational methods, larger and more fundamental than what any one committee could accomplish, have prepared the way, and the Book Week effort has ridden to its broad effectiveness on these tides. There are two months now till Book Week and just time for completion of this year's observances, and with this addition to previous efforts there should be some recapitulation and discussion of what has been accomplished in a decade.

A Great Body of Learners

AS the universities open this month, in 1,000 institutions about 250,000 new students will enter and take their places for broader fields of study. At the same time, 1,250,000 children are progressing from elementary schools to high schools and preparatory schools, a very large increase over a few years ago. The United States Bureau of Education estimates that about one-third of the total number of high school graduates enter college in the following year, that is, about 750,000 to 1,250,000 complete their high school course and 500,000 leave school at that point.

The publishers in textbooks departments have for several weeks been pushed to working capacity with problems of shipment, and when this great number of students in all grades have been equipped with their books the elaborate machinery for textbook provision in America will have completed its chief function for the year.

In the elementary grades there has been in recent years an increasing variety of books used, as many children read with such rapidity that no one "reader" is sufficient for a grade and sometimes seven or eight are provided for each room. As the children reach the higher grades of elementary or the junior high school grade, the use of a variety of books is increasingly emphasized and the library with its reference books and supplementary reading

is of greater importance. In senior high schools, too, there is an emphasis on a variety of texts in many courses; in history, for example, children are provided ample access to four or five different texts, in order that they may broaden their points of view and learn to judge of varying opinions.

In the colleges the variety of books has for years been increasing, and the professors reach out into the whole area of book production to find material to their liking. And the process of expansion in the use of books does not cease here, as the coming of the college bookstore is encouraging the ownership of general literature, and on many campuses the faculty look on this increasing ownership of books as one of the important results of the college course.

Cooperative Promotion of Books and Book Buying

THE sponsors for the Bookshopping Campaign of the American Booksellers' Association believe that this program is going to do more than simply add to the publicity of one book a month. They believe—and this they have stressed as one of their chief incentives—that it will be a means of making a new tie among booksellers, giving them a feeling of common cause and a pride in their Association and its possibilities. Ellis W. Meyers, the executive secretary of the Association, who has formulated and labored unceasingly for the success of this idea, is watching every report from the field for such indications and he finds many encouragements. In several cities the booksellers have come together in cooperative campaigns, and new material for such use will be sent out.

The completion of the BookSelection committee for the monthly book selection with the addition of Mrs. Inez Haynes Irwin puts this matter in the hands of a committee whose judgment and discretion are second to none: from the booktrade point of view, Joseph Margolies of Brentano's and Marion Dodd of the Hampshire Bookshop; from the critic's point of view, Harry Hansen of the *New York World*; coming from the authors, Dr. Will Durant and Inez Haynes Irwin.

Books in the Antarctic

NO exploring expedition has ever made more careful preparation than that of Commander Byrd for the South Pole, and it was natural and inevitable that the reading for the crew and officers should be carefully considered, and a good library put aboard. Whether or not the boat is landlocked for a long Antarctic winter, there will be much reading time, and the public has been interested to see what has been the judgment of the organizers in providing for this new kind of "desert island" emergency.

The books have been largely selected by Lawrence M. Gould, head of the scientific department of the expedition, and his opinion has been that fiction will be what is needed. There are to be in the library 381 volumes of fiction, of which 96 are detective and mystery stories and 31 short stories. The checklist of detective stories shows every well-known author well represented and must have been collected by a master hand at mystery fiction. It runs from Mary Shelley's "Frankenstein" down to "The Greene Murder Case," not skipping such old favorites as Conan Doyle and Anna Katharine Greene. Some who get started on this list will never get to the other fields of reading. There are also 15 volumes of poetry on the shelves, including Frost, Masters and Robinson, as well as "Childe Harold" and "The Ancient Mariner," a good selection of American humor and travel books, biography, quite a liberal collection of philosophy, and, of course, a carefully selected list of books on Antarctic exploration and the problems of living in the Polar region. This list includes, of course, "The South Pole" by Amundsen, Mill's "Siege of the South Pole," Sir Douglas Mawson's "The Home of the Blizzard," Mill's "Life of Sir Ernest Shackleton," Scott's "Voyage of the Discovery," Scott's "Last Expedition," and Shackleton's "Heart of the Antarctic," all books of wide popular interest, and to these are added many volumes of technical importance from scientific records of many countries.

NEXT WEEK
FALL ANNOUNCEMENT
NUMBER

An Agreement on Book Prices

English Publishers Make Contract with Booksellers of Australia and New Zealand

THE market for books in Australia and New Zealand is an active one, very active in proportion to the population, but the problem of healthy distribution has been increasingly hampered by price confusion, and, after several years of discussion, this subject has been resolutely faced, and a net price agreement arranged between English publishers and the retailers and wholesalers of these two commonwealths. Australia and New Zealand manufacture very few books themselves and are so far from their sources of supply that problems of time and the expenses of transportation inject very grave difficulties in the way of the bookseller. It is practically impossible for the English or American publisher to sell books to that market on such a cost basis as will allow the dealers there to sell at the equivalent of the advertised price in the home market, and the selling prices have varied from

time to time. In recent years department stores have taken up the sale of specialties in the Christmas annuals and used them as merchandise bait.

Under this new agreement, a standard rate of increment to the English price has been agreed upon, ranging from 6d added to a 2s. book, 2s. to a 7s. 6d book, 2s. 6d to a 10s. book, indicating an average price increase for books is to be about 25%. There is in the Australian and New Zealand market a special edition called the "Colonial Edition" which is not marketed in England but made on a low royalty basis for this distant field. These books will sell at 6s. and will include many books that are marketed in England and Canada at 7s. 6d. The booktrade of the two commonwealths and the publishers sign an agreement covering the problems of price maintenance and agreed to this scale of prices.

TERMS FOR THE SALE OF ENGLISH NET BOOKS IN AUSTRALIA AND NEW ZEALAND

As agreed between the Committee of the Publishers' Association and the Delegates from the Australian Book-Trade for acceptance by the Book-Trade in Australia and New Zealand.

We the undersigned several firms of publishers being desirous as far as possible of ensuring that books published at net prices (such books being hereinafter referred to as net books) shall be adequately stocked and displayed in Australia and New Zealand and shall not be sold to the public in those dominions at excessive prices, and recognizing that the published price does not allow to booksellers in the dominions sufficient margin of profit to cover the costs of freight to and of display and marketing in those dominions which are borne by the booksellers, hereby inform you that henceforth we shall only invoice and supply to you net books published by us or any of us on our usual trade terms

provided you on your part agree to abide by the following conditions, viz:—

Conditions of Supply to the Retail Bookseller

1. Not to offer for sale or sell any net books at less, nor in the case of importing retail booksellers in the cities and metropolitan areas, at more than the schedule price except as hereinafter mentioned. The schedule price being the published price plus the surcharge set out in the schedule hereto unless another special price for Australia and New Zealand be substituted by the publisher. Reward books published at less than 7s. 6d. shall be sold at the schedule prices only.

2. Not to offer for sale or sell any second-hand copy of any net book at less than the schedule price within eight months of publication.

3. Any bookseller receiving net books damaged in transit may sell such books at a reduced price provided he notifies the Association of British Book Publishers' Representatives of Australia and New Zealand.

4. Not to treat as unsaleable or dead stock any new copy or copies of any net book within twelve months of the date of your latest purchase of any copy or copies thereof, except in the case of juvenile annuals which may not be so treated before May 1st of the year following publication, and then in every case only such copy or copies of such latest purchase as shall remain in your hands.

5. A discount of not more than ten per cent (10%) net may be allowed off the schedule prices for Australia and New Zealand to all schools, school teachers (except Sunday School teachers), university professors and tutors, the clergy, public libraries and literary institutions, but no discount whatsoever may be allowed on books sold at the English published price.

6. The giving of any concession or other consideration in lieu of a discount shall be considered a breach of these conditions, but the supply of net books by post from Great Britain direct to the customer at the English published price plus postage shall not be deemed a contravention of this clause.

7. Only *bona fide* booksellers, or stores who have a permanent *bona fide* book department, or others legitimately entitled to such terms who sign this statement shall be entitled to trade terms.

Conditions of Supply to Wholesale or Retail Booksellers, Indenting Agents and London Export Agents.

8. To allow usual trade terms upon any net book to such retail trade customers only as consent to abide by each of the above conditions numbered 1 to 7.

9. Not to sell any net book at less than the full English published price to any customer who shall offer for sale or sell, or cause to be sold any book contrary to the several conditions of supply set forth above.

In the event of the infringement of any

one of these conditions the defaulter whilst on the black list will be required to pay for all net books invoiced and supplied to him at the full English published price.

The Publishers' Association will use its best endeavours to ensure that no retail bookseller in the United Kingdom shall supply a customer in Australia or New Zealand, who is not himself a bookseller who has signed this statement, with any net book at less than the full English published price plus postage.

The Associated Booksellers of Australia and New Zealand undertake to ensure that increases in price not less than the surcharges set out in the schedule hereto shall be made on the prices of all books published by publishers in Great Britain or elsewhere who are not signatories of this statement of terms.

The terms and conditions set out in this statement shall hold good for two years and shall continue thereafter unless or until six months' notice of cancellation shall have been given.

Suggested Machinery to Operate the Conditions Set Out in this Statement.

The Publishers' Association shall appoint a committee to whom complaints shall be referred and who shall have power to blacklist for and up to a period of three months. The Association of Book Publishers' Representatives of Australia and New Zealand shall be the first committee so appointed.

All cases of blacklisting shall be reported by cable to the Publishers' Association, followed by details by post, and it shall be open to anybody to appeal to the Publishers' Association against any decision of the Committee.

Blacklisting by the Committee shall take effect from the date of the receipt by the Publishers' Association of the cable reporting it.

New York Courses in Printing

THE two valuable courses on the subject of printing that have been conducted in New York for the past two or three years are happily being continued.

At Columbia University, John Clyde Oswald, author of "A History of Printing," is giving a course on typography and the preparation of material for printing and

publishing. This is given in two sessions, the morning class from 11 A. M. to 12:40 P. M., and the evening class from 7:20 to 9 P. M., beginning with Thursday, September 27th. The fee is \$20. The course is intended to enable the student to meet the problems arising in business in connection with printing, publishing, illustrating, engraving and advertising. It treats the subjects from a practical point of view, but with the requirements in mind of the consumer rather than the seller. Registration is at Room 315, University Hall, beginning September 19th.

At New York University, on Washington Square, Frederic W. Goudy gives again his course on graphic arts and processes. The course, complements rather than parallels the Columbia lectures given by Mr. Oswald. There are fifteen lectures, beginning Wednesday, September 26th, 6:15 to 8 P. M. The fee is \$18; registration is with the Secretary of the College of Fine Arts, New York University, Washington Square East. Each of the subjects will be looked on from both the historical and practical sides and wherever possible examples illustrating each point will be in evidence.

Brentano's Start New York Branches

An Important Step for Famous Retail Organization

WITH their business now organized for retail bookselling in four key cities, Brentano's are proceeding into the field of city branches, and, on October 1st, open the first in the West Side apartment section of upper New York. This will be followed next May by a branch in the Park Avenue section, and other locations are under consideration. Arthur Brentano, Jr., is in direct charge of this development, and every detail is being worked out in order to give thorough Brentano service at these new points.

The West Side store is at the corner of Broadway and Seventy-Eighth Street in the Broadway frontage of the big Apthorp Apartments, one of the finest buildings in the city, and one block from West End Avenue, the heart of the fine apartments of that area. The store will be 15 x 45 with a street level and basement. There will be three clerks, with extra help as needed. On the first floor will be general new books and fine stationery and in the basement children's books, rental library and periodicals.

A special feature of the development will be keeping the store open for evening business, thus meeting a necessity for the building of sales in apartment house areas. The hour of closing has not been fully decided upon, but it will be between nine

and ten o'clock according to the needs. Retailers in such apartment areas find that a very large part of their sales come after six o'clock and that in order to get the full value of the rent paid such hours must be arranged for. The rental library is also a new feature for the Brentano business. In spite of the recent increase in that type of book sales, the Brentano stores have felt it was not in harmony with the general policy of their business. However, in the apartment house area it is believed to be a necessary and important adjunct.

The store in the Park Avenue section will be on the east side of Madison Avenue between Seventieth and Seventy-first, the street floor of a building which is being erected on the site of the old Presbyterian Hospital.

This development of city branches along with the large systems of Womrath and Doubleday, Doran, and the smaller one of Ball & Wilde give New York a very thorough coverage on books, a situation quite different from ten years ago, and very important to the total sales of books. It also emphasizes to the trade the practical character of the branch store system working out from a large main business, a plan which has been already adopted in Cleveland by Burrows Brothers, in Boston by the Old Corner Bookstore, and by others.

Wm. B. Eerdmans' New Store

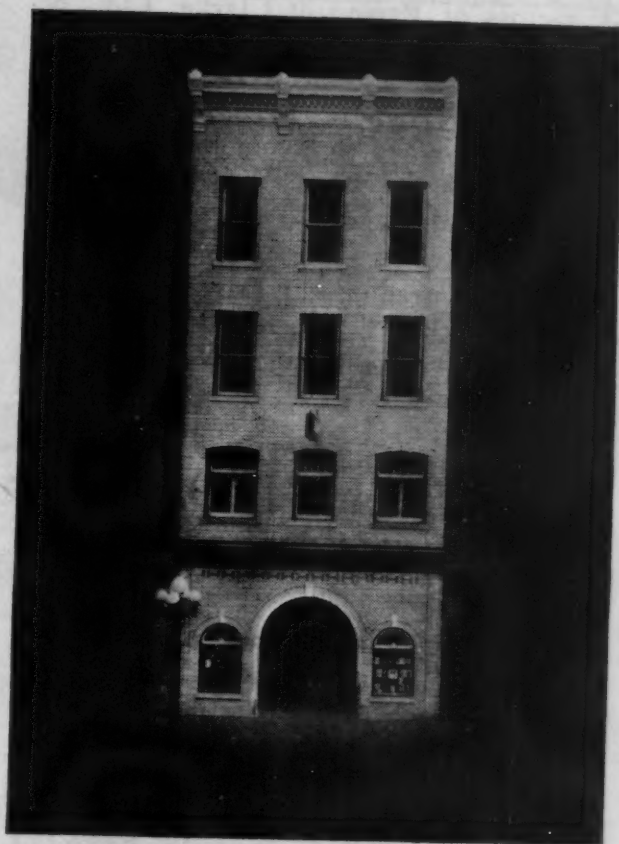
THE Metropolitan area must look to its laurels if it wishes to claim the crown for the best bookstore. Ingenuity, good taste and above all a desire for the comfort and convenience of its patrons has resulted in the erection at Grand Rapids, Mich., of the bookstore illustrated here.

This "book-home" is approached thru an arcade specially designed to enable book-lovers to inspect undisturbed the volumes which are displayed in windows and wall niches.

Upon entering the store, immediately to the left, a charming corner (with large chairs) invites to browsing over the books conveniently placed on the library table and shelves.

Those seeking religious books enter the beautiful replica of a Continental cathedral. This has the dual purpose of symbolizing the ideals of the organization in the diffusion of sweetness and light.

The second floor is given over to used books—could any book-lover ask for more?



View at night of the Eerdmans' Arcade and Store



View of the first floor of the store looking towards the street entrance. To the left may be seen the miniature church edifice which houses the Bibles. The stairs to the right lead to the second-hand department.

Joseph Brewer Heads Payson & Clarke

JOSEPH BREWER, by vote of the directors of Payson & Clarke, Ltd., becomes president of the company after serving for two years as secretary. William Farquhar Payson, organizer of the company, has resigned to become treasurer and chairman of the editorial board of *The Field Illustrated*.

Joseph Brewer was born in Grand Rapids, is a graduate of Dartmouth and a B. A. of Oxford University, Magdalen College. For some time he was on the staff of the *Spectator* in London, and when he returned to this country he was connected for a short time with Appleton. He joined the Payson & Clarke organization in 1926 and has been especially in charge of the editorial and art departments of the business.

Payson & Clarke was organized in 1924 and has offices at 6 East 53rd Street, these offices being rather famous in the trade for the modernness of their decoration. The firm is publisher in this country of the *Connoisseur* and has close editorial connections with the English house of Victor Gollancz.

The Book Club of Texas

A BOOK Club of Texas is in process of formation, according to word which has been received from H. Stanley Marcus of Dallas.

It is proposed to issue three or four times a year books representing high standards of bookmaking in regard to their content and typographical design. As with other book clubs, the organization is non-commercial, and books will be sold to members only.

Beware!

A PETTY thief, using phony checks in operating, has been at work in New York City during the past week. He is of middle age, not unattractive in dress or looks, makes small purchases and tenders checks already made out to "Cash." To one book concern he claimed to represent a summer school recently closed in Canada. He signs himself, W. W. Sheltiss.

Changes in Price

ALFRED A. KNOPF, INC.

The price of the limited large paper edition of "Traveling Standing Still" by Genevieve Taggard will be \$7.50 instead of \$10.00, as originally announced.

Fine Mss. Stolen

TWO 15th Century Books of Hours, hand illuminated on vellum were stolen last week from the Gotham Book Mart, 51 West 47th Street, New York, when the thief walked out the door after a confederate had called the proprietor away. Both were bound in brown morocco, hand tooled.

Obituary Notes

SARAH BARNWELL ELLIOTT

SARAH BARNWELL ELLIOTT, author and suffragist leader, died at her home in Seawanee, Tennessee, on August 30th in her 81st year. Mrs. Elliott was important as a writer during the '80s and '90s. She was active in politics both in Tennessee and in New York City where she lived for some years. Among her books were "The Felmeres," "Durket Sperret," "The Making of Jane," "John Paget" and "A Simple Heart." She also wrote the plays "His Majesty's Servant" and "Moonshine Whispers."

Business Notes

AUBURN, R. I.—Selina M. Mathews has opened the Community Library at 860 Park Ave.

DENVER, COLO.—Frank H. Luke at 1533 Glenarme Street has books on travel, history, art and related subjects.

INDIANAPOLIS, IND.—The William H. Block Co., department store, has recently opened a circulating library.

LOS ANGELES, CALIF.—Louis Epstein's Bookshop, at 518 West 8th Street, has a general line of new, old and rare books.

LOUISBERG, N. C.—Mrs. J. A. Turner has added books and a rental library to her gift shop.

MILWAUKEE, WIS.—Frances McLeod's Bookstall has moved to 369 Milwaukee St.

WASHINGTON, D. C.—J. Flipper Derricotte has a book shop and circulating library under the name of Derricotte & Co., Pennsylvania Ave. Station.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publication. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Aesopus

Aesop's fables. 112p. il. (pt. col.) D (Child's garden of charming bks.) [c.'28] Phil., Winston 60 c

Aldis, Dorothy Keelley, **Graham Aldis**
Here, there and everydy in, il. by Marjorie Flack. 109p. D '28, c. '28. N. Y., Minton, Balch \$2

A book of amusing, intimate poems for children.

Aldrich, Mrs. Bess Streeter

A lantern in her hand. 306p. D c. N. Y., Appleton \$2

Abbie Deal goes to Nebraska in a covered wagon as a bride, and after a long life of struggle on the prairie finds her reward in the youth about her.

Allen, Ruth Collins

How to make lampshades; ed. by Curtiss Sprague. 64p. il., diagrs. O [c.'28] Pelham, N. Y., Bridgman bds. \$1

American scrap book, (The): European scrap book, (The), The year's golden harvest of thought and achievement. 2v. 400p.; 398p. il. (pt. col.) Q [c.'28] N. Y., Wm. H. Wise \$5 ea., bxd.

Cyclopedia of the year's events in the fields of art, science, politics, exploration, etc.

Bacon, Edwin Munroe

Boston; a guide book to the city and vicinity; rev. by Le Roy Phillips. 166p. il., maps S [c.'28] Bost., Ginn apply

Bacon, Francis, viscount St. Albans

The essayes or counsells civill and morall of Francis Lord Verulam Viscount St. Alban [lim. ed.] 198p. F '28 [N. Y., Maurice Inman] \$85, bxd.

Bacon's "Essays," in the 1625 edition printed at the Shakespeare Head Press on hand-made paper and bound in unbleached parchment.

Aeroplanes and automobiles. No. p. il. (col.) Q [c.'28] [N. Y., Platt & Munk] lin. apply

Bellows, Jane

Feet and shoes. 40p. (bibl.) diagrs. O [c.'28] N. Y., Womans Press pap. apply

Bingham, Harold Clyde

Sex development in the apes. 165p. (bibl.) il. diagrs. O (Comparative psych. monographs; v. 5, no. 23) [c.'28] Balt., Johns Hopkins Press pap. \$2.50

Bailey, Liberty Hyde, ed.

The cultivated evergreens. 451p. il. O '28 N. Y., Macmillan \$3

Ballard, Frank, D.D.

Twentieth-century Christianity. 329p. (bibl. footnotes) O '27 [N. Y., Scribner] \$2.50

Discussing ideal Christianity, its present interpretations in the various sects of the Church, and its possibilities in the future.

Baring, Maurice

When they love. 206p. D c. Garden City, N. Y., Doubleday, Doran \$2.50

A woman of many light loves finally experiences the one great love.

Barstow, Robbins Wolcott

Getting acquainted with God. 115p. D c. N. Y., Macmillan \$1

A book of devotions for use in homes where there are children.

Bates, Herbert Ernest

Day's end, and other stories. 286p. D '28 N. Y., Viking Press \$2

Stories of provincial England by the author of "The Two Sisters."

Baum, James Edwin

Spears in the sun. 280p. D [c.'28] Chic., Reilly & Lee \$2

Romance and adventure in Abyssinia.

Benjamin, Adalene

Elements of art and decoration. 120p. il. D '28 Milwaukee, Bruce Pub. Co. \$1.28

Beraud, Henri

My friend Robespierre; tr. by Slater Brown. 298p. il. O c. N. Y., Macaulay \$3

Presenting the monster of the French Revolution in a more human light, in a narrative in which the author imagines himself a boyhood friend of Robespierre.

Bowden, Witt

The industrial revolution. 89p. (2p. bibl.) S (Landmarks in hist.) c. N. Y., F. S. Crofts pap. 65 c.

Boyd, Mark F., M.D.

Preventive medicine; 3rd ed. rev. 475p. il. O '28 Phil., Saunders \$4.50

Broadhurst, Jean

The animal way. 60p. il. (col.) O [c.'28] N. Y., Cleanliness Inst., School Dept., 45 E. 17th St. pap. 25 c.

Beresford, John Davys

The instrument of destiny; a detective story. 327p. D [c.'28] Ind., Bobbs-Merrill \$2

A wealthy old miser dies of poisoning surrounded by financially embarrassed members of his family.

Blei, Franz

Fascinating women, sacred and profane; tr. by S. Guy Endore. 225p. il. D [c.'28] N. Y., Simon & Schuster \$3

Twenty-four sketches of saints, courtesans, and queens.

Blunden, Edmund Charles

Retreat. 59p. O c. Garden City, N. Y., Doubleday, Doran \$1.75

Lights and shadows of England caught in the poetry of one who has been classed with Thomas Hardy.

Booth, Christopher B.

Killing jazz; a detective story. 252p. D (C. H. popular copyrights) [c.'28] N. Y., Chelsea House 75 c

Booth, Henry Kendall

The background of the Bible; a handbook of Biblical introduction. 296p. (bibls.) maps (pt. col.) D c. N. Y., Scribner \$2

Brasnett, Bertrand R.

The suffering of the impassible God. 185p. O '28 N. Y., Macmillan \$3

Bromfield, Louis

The strange case of Miss Annie Spragg. 314p. D c. N. Y., Stokes \$2.50

The stories of twelve people strangely connected by the death of an eccentric old maid.

Bunyan, John

The pilgrim's progress from this world to that which is to come; il. by W. Strang. 391p. O '28 N. Y., [G. A. Baker & Co., 480 Lexington Ave.] buck. \$5 bxd.

An edition published in honor of the three hundredth anniversary of Bunyan's birth.

Bury, J. B.

The invasion of Europe by the barbarians. 308p. O '28 N. Y., Macmillan \$5

Cameron, A. T.

A textbook of biochemistry; for students of medicine and science. 470p. il. D '28 N. Y., Macmillan \$5.50

Campion, Rev. Raymond J.

Religion, a secondary school course. 321p. (bibls.) il. D [c.'28] N. Y., W. H. Sadlier \$1.25

Carroll, Lewis, pseud. [Charles Lutwidge Dodgson]

Alice's adventures in wonderland. 240p. il. (pt. col.) D (Stories all children love ser.) [n. d.] Phil., Lippincott \$1.50

Carter, Russell Gordon

A patriot lad of old Long Island. 223p. il. D (Patriot lad b'ks.) c. Phil., Penn \$1.50

Carver, George

Points of style, a minimum of correctness in writing English prose. 86p. S (Nelson's Eng. ser.) '28 N. Y., Nelson \$1

Cavanagh, Dermot, pseud.

Tammany boy; a romance and a political career. 297p. D [c.'28] N. Y., Sears \$2

The romance of a protégé of Tammany and an Irish girl which gives a picture of Tammany politics.

Charles, Robert Henry, D.D.

Divorce and the Roman dogma of nullity. 108p. (bibl. footnotes) S '27 [N. Y., Scribner] bds. 60 c

Chevalier, Jacques

Henri Bergson; tr. by Lilian A. Clare. 372p. (3p. bibl.) diagrs. O c. N. Y., Macmillan \$2.50

A development of the religious implications of Bergson's philosophy, written with his advice and approval.

Chidsey, Donald Barr

Bonnie Prince Charlie. 342p. (3p. bibl.) il., map O [c.'28] N. Y., John Day \$3.50

An informal biography of the daring Young Pretender, of his risks and adventures, and of his change into a dissolute old the '9

Choate, Annie H., and Ferris, Helen Josephine [Mrs. Albert B. Tibbets], eds.

Juliette Low and the Girl Scouts. 296p. il. O c. Garden City, N. Y., Doubleday, Doran \$2

The story of the founder of the American Girl Scouts told by fifteen people who knew her at different times during her life.

Choate, Florence, and Curtis Elizabeth, eds.

The little people of the hills; il. by the editors. 239p. O [c.'28] N. Y., Harcourt \$2.50

Stories of dwarfs and elves arranged from legends of Ireland, Wales, Germany, and the Scandinavian countries.

Cicero, Marcus Tullius

The dream of Scipio; tr. from the sixth book of the De republica of Cicero, together with the Latin text; introd. and notes by Edward Henry Blakeney [lim. ed.] 48p. (bibl. footnotes) front. O '28 [N. Y., Maurice Inman] bds. \$3; vellum \$12

Clancy, George Carpenter

Thought and expression; a course in thinking and writing for college students. 274p. (bibl.) D [c.'28] N. Y., Harcourt \$1.60

Cleugh, Mrs. Sophia

A common cheat. 282p. D c. N. Y., Macmillan \$2

As the traveling companion of a wealthy French woman, Charlotte Manisty meets romance, intrigue, and exciting adventure.

Carrington Elaine Sterne

A good provider; a comedy in one act. 20p. diagr. D (Appleton short plays, no. 24) c. N. Y., Appleton pap. 50 c.

Clough, F. Gardner

Flight and other poems. Lim. ed. 29p. O [c.'28]

[Woodstock, N. Y.], Author

pap. \$1

Commerce Clearing House

1928 federal income tax law; new provisions explained; text of statute. 136p. D [c.'28] [N. Y.], Author, 120 Broadway apply

Cole, George Douglas Howard, and Cole, Margaret Isabel Postgate [Mrs. G. D. H. Cole]

The man from the river; a Wilson story. 302p. D c. N. Y., Macmillan \$2
Wilson of Scotland Yard discovers a mysterious murder in the quiet village where he intended to spend his vacation.

Collins, Charles, and Markey, Gene

The dark island. 313p. D c. Garden City, N. Y., Doubleday, Doran \$2
Mystery, adventure, and romance at top speed in the South Seas.

Color schemes of Adam ceilings.

12p. il. (col.) diagrs. (col.) F '28, c. '27, '28 N. Y., Scribner portfolio \$2
Lithographs, mounted separately on cardboard, from water-color sketches by Gerald K. Geerlings, and Betty F. Geerlings, reproducing the original studies by the Adam brothers now in the Sir John Soane Museum, London. Introductory notes by Gerald K. Geerlings.

Conner, Sabra

On Sweetwater trail. 326p. maps D [c. '28] Chic., Reilly & Lee \$1.50
The adventures of two boys scouting with Kit Carson.

Conners, Barry

Fool's gold; a comedy in three acts. 108p. il., diagr. D (French's standard lib. ed.) c. '24-'28 N. Y., S. French pap. 75 c.

Corbin, Charles R.

Why news is news. 196p. (2p. bibl.) front O [c. '28] N. Y., Ronald \$2.75

Cosmetatos, S. P. P.

The tragedy of Greece; tr. by E. W. and A. Dickes; foreword by Cyril Hughes Hartmann. 345p. (bibl. footnotes) O '28 N. Y., Brentano's \$4.50
An indictment of Allied policy in Greece during the World War.

Coudray, H. du

Another country. 295p. D [n. d.] N. Y., Sears \$2.50
The story of a Russian refugee's love for an English naval officer, which won the prize for the best undergraduate novel from Oxford or Cambridge.

Cox, Nicholas

The gentleman's recreation; preface by E. D. Cuming [lim. ed.]. 162p. front. O (Cresset reprints of early b'ks. on country life, 3) '28 [N. Y., Maurice Inman] bds. \$5; limp vellum \$17

Craik, Mrs. Dinah Maria Mulock

The little lame prince. 152p. il. (pt. col.) D (Child's garden of charming b'ks.) [c. '28] Phil., Winston 60 c

Craine, Edith J.

The mystery of seven gables. 312p. il. D c. Phil., Penn \$1.75
Some children investigate a mysterious old house and are led into dangerous experiences.

Crothers, Samuel McChord

The thought broker. 168p. D c. Bost., Houghton \$2
Six familiar essays along literary lines.

Crownfield, Gertrude

The feast of Noël; tales of Provence. 116p. il. D [c. '28] N. Y., Dutton \$1.50
Six stories for children based on the fête of the Adoration of Shepherds which takes place every Christmas in Provence.

Curtis, Mrs. Alice Turner

A Yankee girl at Lookout Mountain. 224p. il. D (Yankee girl b'ks.) c. Phil., Penn \$1.50

Curtis, Ray Emerson

Economics, principles and interpretations. 879p. O c. Chic., A. W. Shaw \$4.50

D'Acerno, Pellegrino Antonio

Juvenilia; Italian and English poems. 125p. D [c. '28] [N. Y., Saitta Press Co., 76 Mott St.] \$2

Dacre, Charlotte (Rosa Matilda)

Zoffloya, or the Moor; introd. by Rev. Montague Summers. [lim. ed.] 291p. front (por.) O [n. d.] [N. Y., Maurice Inman] buck \$8.50; vellum \$17
A romance, reprinted from the rare original of 1806.

Deeping, Warwick [George Warwick pseud.]

Old Pybus. 376p. D c. N. Y., Knopf \$2.50
Of the sympathy between grandfather and grandson which bridges a generation between them, alien to both.

De La Bruyère, Jean

Selections from Jean De La Bruyère; ed. by H. Ashton. 195p. (bibl.) D '28 N. Y., Macmillan \$1.50

Dickey, Robert L.

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John T. Winterich

Author of "A Primer of Book Collecting" and "Collector's Choice"

XI

The Compleat Angler

OF all the twelve Apostles, the most lovable, because the most human, is Simon Peter. He could not only tell a lie, but he could repeat it, and repeat it again.

Peter was a fisherman, and fishing and falsehood have been coupled in the mind of man ever since the first man failed to spear the first fish. There is a vast literature of fishing. The English branch of it began before the dawn of the sixteenth century, and English books published before 1500 are not tremendously numerous—a representative library thereof would cost better than a small fortune and involve the assembler in a remarkable series of burglaries, but it would not require much shelfage. Wynkyn de Worde, who succeeded his master William Caxton, father of English printing, and whose name, with its fine Flemish alliterative sequence, sounds like that of a character out of Eugene Field, published in 1496 a second edition of "The Book of St. Albans," originally issued ten years earlier—a work that derives its name from the place of publication, and is not concerned with theology but with "hawking, hunting and blasing of arms." To the 1496 edition was added a "Treatyse of Fysshynge Wyth an Angle"—that is, an angle worm—and there is a woodcut of a gentleman (presumably) hauling in an unresisting unit of marine life to deposit alongside two of its brethren in a container that is unquestionably a washtub, the mere presence of which receptacle is one of history's most impressive manifestations of optimism.

Not quite a century was to elapse before the most famous fisherman outside the Scriptures entered the world and found it a goodly place. Too little is known about him, but the lack is all in his favor. That Izaak Walton was born in Stafford in 1593, and that he went up to London in 1613 and became a merchant, is certain. History does not record, unfortunately, what his line was, but the very omission is ample proof of his commercial integrity, which, after all, is more important than whether he dealt in linen or iron. In 1643, at the age of fifty, he returned to Stafford to become the best-known retired business man in English literature. Ten years later he published a book about fishing. It was called "The Compleat Angler, or The Contemplative Man's Recreation," and it has survived hardily not as a technical monograph on fishing but for the pleasant light it throws on the spirit of the contemplative man who wrote it.

This was not, however, Walton's earliest literary venture. In 1640 he had written a life of Dr. John Donne to serve as introduction to a collection of his sermons—Walton, as a Fleet Street merchant, had been one of the doctor's parishioners. In 1651 he had performed a somewhat similar service for Sir Henry Wotton, and later, in the leisure of old age, he wrote brief biographies of Richard Hooker, George Herbert and Bishop Sanderson. He died in 1683, ninety years old, having lived thru the most critical period of English history without loss of equanimity. Those were times that tried men's souls—all men's

souls save Izaak Walton's. At the age of eighty-seven he ventured so far into the field of political controversy as to publish two anonymous letters "written from a quiet and conformable citizen of London to two busie and factious shopkeepers in

These begynneth the treatise of flyshynge wpth an Angler.



Alaman in his parabys sayth that a good flyprete maketh a flourpnce aegle that is a fayre aegle & a longe. And spth it is soo: I aske this questyon. Whi che ben the meance & the causes that enduce a mag in to a meap flyprete. Tuly to my beste dyfcrecon it semeth good dyfportes & honest gamys in whom a man fop eth wpthout ony repentance after. Thenne foloweth it þ go de dyfportes & honest games ben cause of manns fap aegle & longe life. And therefore nold woll I chose of foure good dyfpor tes & honeste gamys that is to wpte: of huntynge: hawkynge: flyshynge: & loulpnce. The beste to my symple dyfcrecon whp che is flyshynge: callps Anglpnce wpth a rodde: and a lyne

A page of the second edition of "The Book of St. Albans," printed by Wynkyn de Worde, 1496

Coventry." He did not happen to be living in London at the time, but it mattered not—wherever and in whatever era he might have lived, he would never have been otherwise than quiet and conformable.

"The Compleat Angler," as originally published, was singularly incomplete in comparison with the book of the same title as it is known today. It contained only 246 pages of text as against 355 in the second edition of 1655. The fifth edition, 1676, the last published during Walton's lifetime, has been the basis of virtually all later editions, and for this the services of Charles Cotton were brought into play. Walton himself was a competent but not an expert fisherman; he knew enough of the art and science of angling to be con-

scious of his own limitations, and he had sufficient strength of character and of intellect to appreciate the occasional ability of a puppy to teach an old dog new tricks.

Walton was thirty-seven when Cotton was born: he was sixty-two when they met, in the year of the second edition of "The Compleat Angler." Three years after the meeting Cotton's father died, leaving the son an estate in Derbyshire so gloriously encumbered that Charles appears never to have quite cast off the last of the legal burdens imposed with his inheritance. Thruout his life, however (he died in 1687, four years after Walton), these difficulties seem to have troubled Cotton no whit. He translated the classics, wrote parodies and burlesques, rhymed and fished. For the 1676 "Angler" he wrote some "Instructions how to angle for a Trout or Grayling, in a clear stream," and won thereby an immortality that is never likely to be accorded his rowdy travesties.

Of the friendship that linked these two great lovers of wind and cloud and water we know far too little, and the fault is mainly Cotton's. What an opportunity was his to anticipate Boswell by a century and to give the world a portrait that might have endured as sturdily as the "Angler" itself! Perhaps, at the end, the assaults of the law upon this land-ridden gentleman broke in severely upon his time even if they could not break his spirit, and left him no leisure to set down the story of his "dear and most worthy friend."

The original issue of "The Compleat Angler" was "printed by T. Maxey for Richard Marriott"; the book probably sold for eighteen pence. Possibly the copy was marked "Rush"; at any rate Mr. Maxey did rush it, or else his was an uncommonly slovenly print shop. The page numbers for pages 69 to 80, inclusive, got into print with the folios 69, 80, 81, 72, 37, 84, 85, 76, 77, 88, 89, 80. Just why the Maxey shop should have chosen that particular group to run amuck in, and done it so triumphantly, is one of the inexplicable mysteries of print. But worse was to come. On pages 216 and 217 were the words and music of "The Angler's Song," the treble part on page 216 and the bass on page 217. Here Mr. Maxey or his representative outdid himself, printing page 217 upside down, so that the bass, if sharing the



Being a Discourse of
FISH and FISHING,
 Not unworthy the perusal of most *Anglers*.

Simon Peter said, I go a fishing: and they said, We also will go with thee. John 21 3.

London, Printed by T. Moxey for RICH. MARRIOT, in
 S. Dunstons Church-yard Fleetstreet, 1653.

*Title-page of the first edition of "The
 Compleat Angler" with
 Complete spelled "eat"*

book with another, must needs stand on his head. The same agent, presumably, chose a couplet in the lines by John Donne at the end of the volume (page 245) to shelter a particularly mischievous misprint.

And if contentment be a stranger, then
 I'll nere look for it, but in heaven again

the verses were supposed to read, but the printer contrived to substitute "contention" for "contentment." It is unfortunate that these entertaining lapses do not constitute points in the technical bibliographical sense. So far as is known, they are all common to every copy of the first edition. It is, perhaps, just as well, because the book is difficult enough to come by as it is without regard for the possible presence of any complicating factor of issues.

"The Compleat Angler" and its author are notable for having presented the language with a pair of ingenious spellings

which have confused or delighted, or both confused and delighted, thousands among English speaking peoples. The spelling "compleat" has endeared itself especially to those whose conception of romance is a luncheon at Ye Coffee Shoppe and a dinner at Ye Olde Inne, and who are always taken slightly aback on learning that "ye" is pronounced "the." As a matter of fact, the spelling "compleat" occurs exactly once in each of the four editions under the original title published during Walton's lifetime. That once is on the engraved title-page. On page one of the text the title reads "The Complete Angler," and thus it reads on the running heads thruout the book. It was a day in which virtually any grouping of letters that made recognizable the word in the writer's mind served the purpose as well as another. The spelling "compleat" in the beautiful cartouche on the title page could not be altered, of course, short of making a new plate. If author, printer or publisher had raised any objection there was certainly plenty of time to make the change between editions; the fact that no change was made is reasonable evidence that nobody was sufficiently concerned about the business to suggest an alteration. Yet Walton is known to have been pleasantly particular about the correctness of his text, and considering the manner in which the original issue of "The Compleat Angler" was mangled, he might have been much less exacting than he actually was and still have had good ground for complaint.

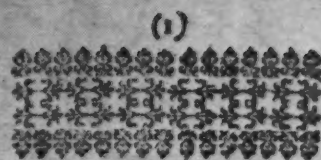
Only less puzzlingly attractive is his manner of spelling his first name. The regulation form of the name Isaac in the seventeenth century was Isaac—there was much greater unanimity in the orthography of proper terms than of their vulgar brethren. Izaak Walton was christened Isaac Walton—there is no question about it. The alteration was his own doing—a pleasant little aberration of individuality from which he apparently derived an innocent pleasure. As a piece of unconscious press-agentry the shift was admirable. Isaac Walton, Izaak Walton—need one hesitate an instant in making choice between them? Posterity has done well to humor his little crotchet. It would please him to know that his memory survives as Izaak, tho he probably would not be severely offended if it endured as Isaac. One

may hope, however, that even his wondrously even temper would have been thrown off balance at the thought that he might one day be widely alluded to as Ike.

"The Compleat Angler" was far from an unsuccessful book in the early years of its history, but it enjoyed nothing like the popularity that twenty-five years later was to characterize the appearance of "The Pilgrim's Progress," and, nearly fifty years later still, of "Robinson Crusoe." The most striking indication of this fact is that no rival publisher paid it the compliment of pirating it. The book, as has been noted, traveled placidly thru five editions during Walton's lifetime.

Thereafter no new edition appeared for seventy-four years—a condition certainly unique among books that have become authentic classics. It remained for Moses Browne, in 1750, to give "The Compleat Angler" a lease of life that will never know diminishing. Browne, as the author of "Piscatory Eclogues" (who today ever heard of them?), knew Walton as all cultivated and many uncultivated fishermen of that day knew him. His little treatise was already difficult to obtain, tho Browne reported that it was frequently asked for. So Browne prepared a new edition, using the text of the fifth, and practically every edition since that day, with the exception of facsimile reprints of the original edition, has followed him at least to the extent of combining the Walton and Cotton contributions as a single unit.

The second Browne edition (properly designated, on the title-page, the seventh edition of the work in all forms) was published in 1759; another followed in 1772. Meanwhile in 1760 had been issued the first edition edited by Sir John Hawkins, who might have become the best known biographer of Samuel Johnson if James Boswell had never been born. Other Hawkins editions followed at intervals of a few years—1766, 1775, 1784, 1791 (reissued in 1792), and 1797—six in all before 1800. Browne, as was noted, numbered his three editions from the first appearance of the book (except that the original Browne edition had no edition designation on the title-page). The Hawkins editions that followed the first Hawkins edition are numbered in rotation on the basis of the original Hawkins edition.



(1)
The Complete
ANGLER.

OR,
The contemplative Man's
RECREATION.

PISCATOR.
VIATOR.



Piscator.
You are wel over-
taken Sir; a good
morning to you;
I have stretch'd
my legs up Tat-
nam Hil to over-
take you, hoping
B your

First Text-page of "The Compleat Angler" with Complete spelled "ete."

The resulting jumble of figures is highly confusing, and a brief recapitulation of all editions from 1653 to the end of the eighteenth century may be helpful:

- | | |
|------|---|
| 1653 | First edition |
| 1655 | Second edition |
| 1661 | Third edition |
| 1664 | Third edition (reissue) |
| 1668 | Fourth edition |
| 1676 | Fifth (complete) edition |
| 1750 | Sixth edition (first Browne) |
| 1759 | Seventh edition (second Browne) |
| 1760 | Eighth edition (first Hawkins) |
| 1766 | Ninth edition (second Hawkins) |
| 1772 | Tenth edition (third Browne) |
| 1775 | Eleventh edition (third Hawkins) |
| 1784 | Twelfth edition (fourth Hawkins) |
| 1791 | Thirteenth edition (fifth Hawkins) |
| 1792 | Thirteenth edition (fifth Hawkins, reissue) |
| 1797 | Fourteenth edition (sixth Hawkins) |



Chapter heading from
Goodspeed's new edition of
"The Compleat Angler"
printed by the Merry-
mount Press

The popularity of the Browne and Hawkins editions, particularly the latter, is immediately evident in the above summary. Yet a larger share of the credit for lending fresh impetus to the book is due to Browne than to Hawkins. Browne tinkered slightly with the text, just as Jared Sparks attempted to improve on George Washington's letters, and is deserving of such anathemas as that serious offense demands. But let him not be denied full mead of praise for rediscovering Izaak Walton. The Hawkins issue, however, was a far more notable achievement as a fine editorial accomplishment, and virtually had the field to itself until 1836. Hawkins, it is interesting to note, also wrote the first life of Walton, and his interest in the man and his work was due directly to the suggestion of Dr. Johnson.

The nineteenth century, however, proved to be the heyday of the "Angler." There are scores of editions, many of them notable for competency of editing and beauty of typography, of which the collector must take account. The Major, Nicholas (Pickering), Marston, Lang, Dewar and Le Gallienne editions all have a collection value in their original and sometimes in their later forms. Nor has the twentieth century seen much abatement in the activity of producing the "Angler" in fresh and beautiful formats. The Riverside Press edition of 1909 is one of the most sought after of books designed by Bruce Rogers, and the present year has seen the publication of a notable Merrymount Press

"Angler," published by Charles E. Goodspeed & Co. of Boston, which was noticed in the *Publishers' Weekly* of August 4th.

No copy of the first (1653) edition of "The Compleat Angler" has appeared at auction within a sufficiently recent period to make it possible to specify an accurate present-day valuation. Should a good copy occur during the present season it seems reasonable to hazard the view that it would not be dear at \$10,000. The "Angler" is one of the few books of which it is safe to say that all early editions, and many later ones, are valuable, as a study of "American Book-Prices Current" makes apparent—the latest volume, for instance, records sales of fifteen separate editions in America during the 1926-7 auction season at prices ranging from \$9 to \$460.

"The Compleat Angler" enjoys the odd distinction of being probably the least translated of English classics. With the exception of a fragmentary adaptation in French, there appears to exist only a single translation—a German rendition, "Der Vollkommene Angler," published at Hamburg in 1859. One compensating distinction, however, the "Angler" does enjoy. It is one of the few books in English that has a bibliography all to itself—Arnold Wood's exhaustive "Bibliography of 'The Complete Angler'" (New York, 1900). It is interesting to note that Mr. Wood spells "complete" in the manner that Walton himself probably preferred to have it spelled.

Mr. Winterich's "Romantic Stories of Books" have been appearing monthly since the first of the series, *Walt Whitman's "Leaves of Grass"* in the November 19, 1927, issue. Next month, in view of the approaching *Children's Book Week*, the article will be about Lewis Carroll's "*Alice in Wonderland*," and in November, the *Kilmarnock Burns* will be the romantic book. Mr. Winterich is well known for his two books, "*A Primer of Book Collecting*" and "*Collector's Choice*."

Old and Rare for American Needs

Browsings in Old Book Shops of Europe

Ernest Dawson

Dawson's Book Shop, Los Angeles

PART I

IN the Spring of 1924 I went to New York preparatory to a European tour in search of old and rare books. I interviewed several dealers who had recently returned from abroad. Their verdict was that good material was scarce and high. The auction sales in New York that season were prolific of choice material and several dealers offered me attractive stock on favorable terms, so I gave over my plans to go abroad. Since then, I have been meeting dealers and collectors who have returned from Europe with much the same stories that I heard in 1924.

I had promised my son Glen a trip to Europe when he had finished Junior High School and so this past Summer I made the long delayed book hunt, and because I found conditions so different from what I expected, I venture to record my experiences.

When we arrived in London we were no sooner settled than we were on the streets threading our way map in hand to Charing Cross Road. Glancing down a narrow side street I saw the familiar name of J. M. Watkins, a dealer I had done some business with for years. So I stepped in, presented my card, was cordially greeted by both father and son and was soon going over the stock with a critical eye. The first book I opened seemed attractively priced so I continued to search and shortly had the floor piled with selections.

These first purchases were rushed off by parcel post as were most of what I bought the first week and so within twenty-four hours of my arrival in London a stream of books was started towards Los Angeles. I had been receiving catalogs from that firm for years but only occasionally had found anything that particularly attracted me, yet on a personal visit I found several hundred books that I considered excellent values.

That afternoon was spent in the pleasant shop of McLeish Brothers on Houghton St., just off the Strand. They have half a dozen rooms filled with 16th to 18th Century books, largely English and in contemporary bindings, and as a rule in nice condition for nearly every volume goes thru their own bindery for repair or refurbishing. It was quickly evident that I should find much there to attract me, and a pile was soon started. I spent at least eight hours there and was finding something worth while all the time.

An early visit was made to Marks & Co., on Charing Cross Road. I was amazed at the rows of fine sets of Old English authors in calf and gilt. They apologized for the prices asked, but I don't think they needed to. A few days later Mr. Cohen, who is the & Co. of Marks & Co., took me to their warehouse nearby. I bought there about 1000 volumes bound mostly in full calf or vellum, at from one to four shillings a volume. Much of it just furniture and yet there were many very nice items.

I spent more than two days with Francis Edwards, who has one of the best general stocks in London. The basement is filled with such great folios as Robert's Egypt, Hogarths and Musée Français. The main floor exhibits, the finely bound sets and miscellaneous literature, and the various rooms upstairs are devoted to Americana, Natural History, English Literature and Early Printing. I made some of my best purchases there.

I had been warned by several dealers that I would find Maggs Bros. impossibly high as to prices. I called more to see their shop and get acquainted. I was taken all thru their splendid establishment which impressed me as having the best arrangements of the rare bookshops I visited in England. The stock is well displayed,

systematically arranged, special rooms or floors are devoted to specific subjects and specialists are in charge of the various departments. At 4 o'clock tea, a pleasant custom observed among English shops, I met both of the Maggs brothers and several sons and nephews, alert young men, assuring the continuity of the success of the firm. I examined first the Americana department. One of the first finds was a set of Schoolcraft's Indians, the best edition in original cloth mint condition marked £20. Encouraged I searched closer and was surprised and pleased to find many books relating to Western America and Pacific Voyages cheaper and in better condition than I had found similar works elsewhere. I continued thru the various departments, made many purchases and came to the conclusion that item for item, condition properly considered, one could do as well at Maggs Bros. as anywhere, tho of course their emphasis is on the rarer and finer goods. While in Paris I made their shop my headquarters and found Miss Kormann who was in charge, more than willing to place all her wide knowledge of that great city at my disposal—no small matter to one who speaks no French—and it was the only place in France where I couldn't leave a tip.

I had some pleasant excursions into rural England and made good purchases from the provincial booksellers. The stocks outside of London are smaller but always one finds certain kinds of goods not met with elsewhere. I have a good sale for the full calf books given as prizes at English schools. I bought not more than a dozen in London but found several hundred at prices of from two to six shillings each, in such towns as Tunbridge Wells and Brighton.

I early decided that it was better to see fewer dealers and go over their stocks carefully. By making larger purchases I think the shipping and credit problems were simplified. I missed calling on a good many with whose names I had long been familiar but it was quite impossible in five weeks in England to cover the territory. There are about 650 Antiquarian booksellers in the British Isles, over 200 of which are in London. I found the directory published by the International Association of Antiquarian Booksellers of in-

estimable value. Copies may be had for 2/6 from the Secretary, Mr. R. Baldwin, No. 2 Arthur St., New Oxford St., London W.C.2, England. It was seldom possible for me to see more than two stocks in a day and if there was much in my line a full day could be well spent.

I visited forty-one shops and purchased in thirty-six of them. I am sure that just as good stocks and values are to be found in the places that I did not visit. On the last day I had five or six hours to spare and spent two of them with Elkin Mathews and four hours with Dulau & Co. and made some of the best purchases of the trip.

I spent three weeks book hunting in Holland and Germany. Practically all antiquarian booksellers in these countries speak English. The shops I visited impressed me well as to roominess, light and air—in sharp contrast to all too many English shops which are overcrowded dark and unsanitary. Stocks seemed invariably to be well arranged. I visited these countries with the hope of securing Incunabula, early Continental Printing—Illuminated Manuscripts, Vellum pages, old colored maps and moderate priced Latin Classics in nice old bindings. I found ample stocks of all these and they averaged good values especially in Germany.

The greatest drawback to buying on the Continent is that books are not usually marked in plain figures. How men who are so efficient in other respects can continue a practice which must be detrimental to trade I can't imagine. There are still a few dealers in England who persist in offering their wares unpriced and as I had had such unsatisfactory experiences with some of them I almost made a resolution not to buy where books were not marked. My first Continental experience was in the Hague. I was shown a nice stock but when I found nothing marked I made an excuse to get away as quickly as possible. But the next dealer informed me that so far as he knew no booksellers in Holland marked their books, certainly I found none in Amsterdam or The Hague and I made few purchases there. By the time I reached Berlin I had become more inured to the painful process and did better there.

I enjoyed Berlin greatly. It has wide

streets, magnificent buildings—and a splendid system of parks and lakes. And I found the dealers there pleasant and their stock interesting. My good friend Paul Gottschalk who for nearly twenty years has been calling on me in Los Angeles gave me literally the keys to Berlin and put at my disposal his entire staff. But in Berlin it was hard sledding to make any purchases tho I felt no suspicion that prices were being raised on me because the stocks were not marked. In most cases catalogs were produced showing prices and no one seemed to ask more than the list tho in many cases the catalogs were issued years ago and certainly Incunabula had risen since those catalogs were issued.

Books carry catalog numbers and I presume cost in code but are rarely priced at

retail in code, so even when you ask a price the catalog must be referred to and sometimes there is quite a delay before it can be located. In one shop the proprietor kept three frantic assistants on the search for catalogs and card indexes. Such a procedure is of course embarrassing to the customer, is a time waster (no small matter when one is covering Continental Europe in a month) and is certainly not good salesmanship. On several occasions when I saw the fuss that was created by my simple request I withdrew my interest and made some excuse for no longer wishing the price on that item.

(The second and concluding part of Mr. Dawson's "Old and Rare Books for American Needs" will appear in next week's *Publishers' Weekly*.)

New German History of Printing

THE first 4 parts of an important history of printing have just been issued by Demeter-Verlag in Helleru, written by G. A. E. Bogeng. There will be, in all, 30 parts which are issued semi-monthly at 5 marks a part. The size is 14 inches x 10 with 32 pages to the section. The work is that of a scholar who takes into consideration the rôle that typography and printing have played in the cultural and industrial life of the different periods, and who believes that the book of the future will be the culmination of the book of the past and the present.

The illustrations are an important feature of the book, as there are 120 of them. Those in the text are reproductions of old drawings showing the implements and practice of bookmaking. Then there are many full-page plates in photo type reproducing in exact facsimile old book pages. The first part, for example, includes a double page reproduction of a page from Hieronymous' "Epistolae" printed by Sweinheim and Pannartz in Rome in 1470. The illustration is in full color and gives a remarkably accurate and pleasing reproduction of this very beautiful page. Another photo type reproduction is a page from a Fifteenth Century manuscript. Still

others are printed pages of books from the presses of Feyerabend of Frankfort, 1566, and of Ratdolt, 1492.

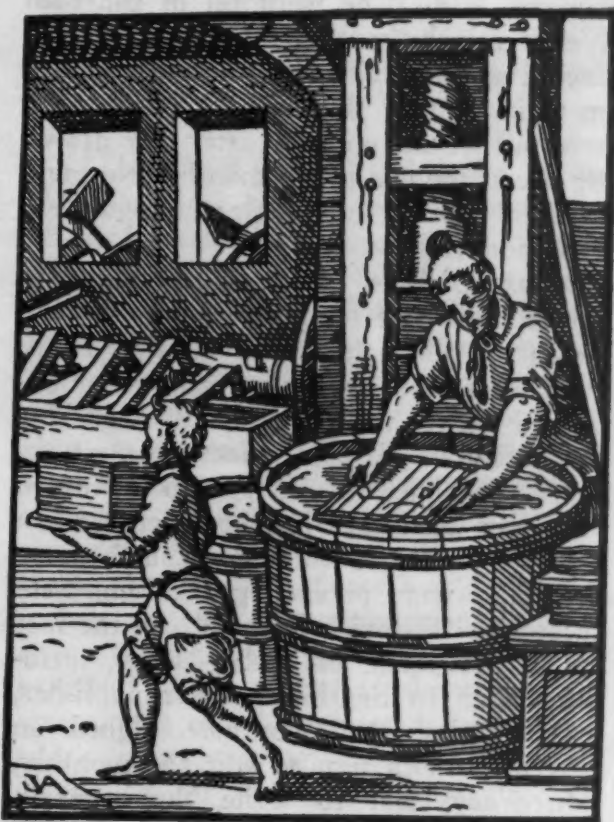


Illustration from the G. A. E. Bogeng's
History of Printing

Charles Dickens and His Publishers

Mary Rose Himler

*From new information revealed in C. E. Bechhofer Roberts' novel
"This Side of Idolatry"*

IT was not until after the character of Sam Weller was introduced in the *Pickwick* sketches that Dickens became popular. Chapman, of Chapman and Hall, had suggested the necessity for a low-comedy character, and Dickens, his pride hurt, yet frightened of imminent failure, invented with the aid of his sister-in-law, Mary Hogarth, the "slap-up-Cockney-pot-wallopin'-housemaid-huggin'-beggin'-your-pardon-miss-young-out-an'-outer" called Sam Weller. Little Hall was delighted with its success. *Pickwick* was appearing in the *Chronicle* and printers worked night and day to supply the demand for the magazine which contained the work of the "Inimitable Boz"—a name given to Dickens by his admiring old schoolmaster, Mr. Giles.

"That's a fust-rate name—the Inimitable, eh?" said Charles. "Fits me like a glove, it do," he went on in the Sam Weller vein he constantly affected. "And since I'm Inimitable I've decided to live up to it. I told Black at the office today he won't see me no more arter I've drawn my pay at the end of the month. No more reportin' for the Inimitable; he goes v'ere fame and fortune wait him!"

Mrs. Dickens' fears that adulation would unbalance his judgment were in a measure realized, for with his first really great success he began a series of high-handed tactics with his various publishers that lasted all his life. Macrone, the publisher of Dickens' first two volumes, "Sketches by Boz," had contracted for a novel about the Gordon Riots. Chapman and Hall were publishing the immensely successful "*Pickwick Papers*." In the face of this, Hogarth, his father-in-law, introduced him to Bentley, another publisher, and Charles, the Inimitable, signed an agreement with him to edit the monthly, *Miscellany*, and to write three novels. Chapman and Hall were hurt tho they behaved very well, indeed about it; and tho they could not understand Dickens'

absolute lack of consideration, they forgave him.

Macrone, however, was furious. He had announced the publication of the Gordon Riots novel, promised but not written, and Dickens, pleased with his contract with Bentley refused to write the novel for Macrone. The belief in him when he was unknown did not figure in Charles' calculations when he became famous.

After writing one book, "*Oliver Twist*," for Bentley, Dickens regretted his rash agreement and wished himself well out of it. John Forster, his friend who later became his biographer, offered to negotiate with Bentley. Meanwhile, Macrone, who had certainly been let down frightfully, sprang a surprise by announcing his intention to publish the "Sketches by Boz," in monthly installments, in competition with "*Pickwick*." Since Dickens did not own the copyright, this meant that all the profits of serialization would go to Macrone, as there was nothing in the book contract to indicate the disposition of serial rights profits. Dickens was enraged and wanted to buy back the copyright. The calm Forster persuaded Dickens to go to the Continent for a holiday, leaving Forster to arbitrate with both Bentley and Macrone.

Chapman and Hall bought the copyright of the "Sketches" for two thousand pounds and Dickens, forgetting for the moment his scruples about republication, agreed to a Chapman and Hall edition in installments.

Bentley insisted that Dickens live up to part of his agreement, giving him the memoirs of Grimaldi, the clown, to whip into shape, and to do another novel, which came to be the Gordon Riots book, and was eventually known as "*Barnaby Rudge*." This he had promised Bentley by a certain date, and was working on it. However, he became so interested in "*Nicholas Nickleby*" which was running serially in the *Chronicle*, that he gave little thought

to Bentley. Chapman and Hall bought the copyright of "Oliver" from Bentley, and Dickens airily dismissed "Barnaby," saying he could write it for Bentley anytime within the next five years.

All of this time, Dickens, in spite of his spoken contempt for money, was demanding higher royalties, larger advances, more and more money. He made large quantities of money, using his unquestionable popularity as a bait. If it were to his

advantage, he could be absolutely unscrupulous. He played one against the other, for to him, publishing ethics was just a phrase.

Charles Dickens was the most popular and successful novelist of the 19th Century, it is true, and tho he was ridiculously extravagant with money, he died leaving a half million dollars. But his success was gained by broken contracts, shattered friendships and arrogant power.

Current Rare Book Notes

Frederick M. Hopkins

ONLY a few months ago a Japanese scholar described at length the great influence that the reading of "Walden" had had on his life. Count Ilya Tolstoy, in an article on the occasion of the world-wide observance of the hundredth anniversary of the birth of his father, Count Leo Tolstoy, has this to say about the influence of Thoreau on the great Russian author: "Very enthusiastic was my father about the philosophy of Henry Thoreau. His idea of simplifying human life and his experiments 'in the woods' were very close to his heart. It is a well known fact that my father did not believe in the benefits of modern civilization. He felt that over-civilization estranges people from nature and eventually brings more harm than good. He saw millions of men and women slaving in factories producing useless objects of luxury and comfort, and he could not help realizing that these were not normal conditions of life. He also saw that most of the great inventions of mankind were adopted by nations for the destruction of each other, and he could not help fearing the results. The last war proved how right he was. Thoreau's experiments of life in the woods were fascinating to my father for still another reason. After my father lived thru his 'moral resurrection' he wanted to abandon his luxurious mode of living and start a new simplified life. Unfortunately, he could not accomplish this dream because he had a big family and a loving wife, whom he felt that it was unjust to leave. But the dream of living

'in the woods' remained with him forever."

Several years ago a New York dealer had three copies of the first edition of "Walden" and in a short time sold them, one to go to Japan, the other to India, and the third copy to Australia. "From that time," he said, "I have had faith in 'Walden' as a dealer, but I have never been able to own three copies at one time again. I sell them about as fast as they come into stock." Thoreau's peculiar appeal, which is world wide, is sure to grow stronger as the complexities of modern life increases.

WILLIAM ROBERTS, in his "Notes on Sales" in the Literary Supplement of the London *Times*, comments at length on the sale of the personal library and correspondence of Lady Wortley Montagu at Sotheby's at the end of the season. He seems to think that the price, \$17,500, which it brought was low and may have been "bought in," for there is little question that the material was worth more than that, if sold separately. Mr. Roberts says that it was not a wise decision to include the correspondence and the library in one lot, for the description occupied about twenty pages of the catalog. The personal library comprised about 300 volumes, most of which formed Lady Montagu's lighter reading. No such collection of fiction of the earlier half of the eighteenth century has appeared in the salesroom for many years. No one outside of the family and their descendants seems to have known that these books were care-



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fully preserved after Lady Montagu's death in 1762, at Sandon Hall, Stafford, until offered for sale this summer. Most of them were in their original bindings, in the best possible condition, with her autographic sign of ownership. Many of the volumes had her laconic notes of approval or criticism. Sold separately this collection of eighteenth century fiction, which included such authors as De Foe and Richardson, would have developed lively competition among collectors.

A SHAKESPEARE bookplate, $5\frac{1}{2}$ by $3\frac{1}{2}$ inches, reproduced from the originals in the famous Shakespeare Memorial Library at Stratford-on-Avon, is being sold by the American Shakespeare Foundation, 150 Nassau Street, America's medium for participation in the international movement to rebuild and endow the Shakespeare Memorial Theater at Stratford-on-Avon recently destroyed by fire. The bookplates are sold at one dollar each, and the funds will go into the \$1,000,000 fund which the American Shakespeare Foundation has undertaken to raise as part of the \$2,500,000 needed to build and endow the theater. The bookplate contains a portrait of Shakespeare from the Droeshout portrait which appears in the First Folio of 1623. Above the portrait is the crest and motto "Non Sans Droict" of Stratford-on-Avon, while below is the town's coat of arms, three leopards on a shield. The plate was engraved by C. W. Sherborn, the royal engraver. The names of the purchasers of the plate will be registered at Stratford-on-Avon as contributors to the rebuilding of the Memorial Theater. The treasurer of the American Shakespeare Foundation is Otto H. Kahn, 150 Nassau Street, to whom correspondence should be addressed.

FORTY-FOUR years ago Helen Hunt Jackson's "Romona" was published by Roberts Brothers. Little, Brown & Company are now preparing a new edition to be printed from new plates, illustrated from drawings by an unnamed artist. With this edition it reaches its 130th printing. Mrs. Jackson's residence in the Far West gave her the opportunity to study the treatment of the Indians by the government at close range, and she took advantage of the information she obtained to write "A Century of Dishonor" a nar-

ative that commanded wide attention. This was followed by "Romona," which told the same story in the form of fiction. These two books were powerful factors in the reform of Indian abuses. "Romona" served its purpose, but the beauty of its descriptions, its dramatic movement, its admirable characterization, and its imaginative insight ranks it among a very limited number of the best distinctively American stories and insures it readers today.

DOUBLEDAY, DORAN & CO. announce with pleasure that Rudyard Kipling has just assented to their publishing a new edition of his poetical works complete up to this date, in three volumes, one of which the author will sign, limited to 525 copies. An edition with strong appeal to the discriminating bibliophile is promised. Altho America was quick to recognize Kipling's genius and buy his books, has led the world in collecting his first editions, and gave him a New England woman for his wife, he has not been sparing of criticism of America or Americans. Nevertheless Kipling's literary art has no more enthusiastic admirers than are to be found on this side of the Atlantic. Americans have never felt unkindly toward him for what he has had the say. Undoubtedly this edition will be speedily exhausted.

THE year of the completion of the Oxford English Dictionary is also the centennial year of the publication of Noah Webster's "American Dictionary of the English Language." In commemoration of the anniversary the New York Public Library has placed on exhibition material relating to American and English dictionaries. The library owns a large collection of Noah Webster material gathered by his granddaughter, Emily Ellsworth Fowler, her husband, Gordon Leicester Ford, and their children, Paul Leicester Ford and Worthington C. Ford. The material together with that relating to dictionaries published in England makes an exhibition worthy of careful study.

Catalogs Received

Rare and valuable books, first editions, association and autographed copies and fine bindings. (Items 1312.) Stewart Kidd, 19 East Fourth St., Cincinnati, Ohio.

Books, engravings, original drawings, maps, etc., relating to South and Central America. (No. 508; Items 981.) Francis Edwards, Ltd., 83, High St., London, W. 1, England.

Good Second-Hand Condition

John T. Winterich

THE theory that rare books are a "good investment" is quite as capable of being overworked as is the theory that exercise benefits both man and beast. The library that is built up exclusively as an investment generally proves, when put to the unsentimental proof of the auction room, to contain a sizeable fraction of non-marketable misfits. One reason for this condition is the fact that the collector-for-investment is often misled by the increase in valuation over published price into the belief that, if "Pickwicks" and "Vanity Fairs" at a shilling a part are today worth many thousand dollars, a book which cost many pounds in its own day (particularly if that day were a century or more ago) must be of impressive value in this era of seemingly fantastic prices. The theory does not always work out. The India paper issue of Sir Walter Scott's "Border

Antiquities of England and Scotland," for instance, published in two volumes at London in 1813, was issued to sell at the impressive figure of twenty-six pounds fifteen shillings—about \$140. The reader is invited to compute for himself the total which would have resulted if a contemplating purchaser of "Border Antiquities" had foregone that luxury and put his money into consols for the benefit of posterity. Even your correspondent's non-mathematical mind is able to guarantee that the sum would today come to many times the original \$140. The book, unfortunately, is not now worth anything like that. Putnams, 2 West 45th Street, New York, has an excellent copy for \$30. It is, obviously, an item to appeal not to the "investor," but to a person interested in Sir Walter Scott, the history of engraving, or the border antiquities.

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THIS department recently included a few notes on an interesting aspect of bibliography which was brought to the fore in a discussion with Whitman Bennett of the Bennett Book & Binding Co., 240 West 23rd Street, New York, who furnished several examples of the unimportance of the dates on sheets of advertisements bound in first editions. Briefly, Mr. Bennett's conclusion was that dates may mean much or little, but that often they are *assumed* to mean everything when they actually mean nothing. In the following letter Mr. Bennett discusses a somewhat related problem—related, at any rate, to the extent that many booksellers and collectors alike incline to regard it as of far greater importance than the facts warrant:

"Here is another good one: What is a first edition? Is it the first sheets printed? Is it the first book bound? Is it the first book offered for genuine public sale?

"These three possibilities do not by any means always meet in the one book. For instance, I have a copy of 'Jennie Gerhardt' which unquestionably has the first binding, with the one word 'Dreiser' on the back. Johnson has proved that this is not the first printed sheets—one of the old broken-letter tricks.

"The first binding in this instance is rarer than the first printing, and, to my mind, has more importance because the change in the binding—from 'Dreiser' to 'Theodore Dreiser'—was thru the direct intervention of the author and was therefore of personal significance.

"From my viewpoint, the breaking of one letter of type in the printing was, in this instance, far less important than Dreiser's insisting that he was not sufficiently well known to have only his last name on the cover and insisting on the use of his full name.

"Coming into book business from an outside business even more technical in character, I am surprised to find that, in the book-trades, the very terms have not been conclusively agreed upon.

"What constitutes a first issue anyhow? Consider 'Evangeline.' They all used to say that *lo* issue was right—all except Foley, who stuck out manfully for the *long* issue. Now second, third and fourth editions have turned up with the *lo* read-

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LAST but not least: The PUBLISHERS' WEEKLY in the third issue of every month will endeavor to give you up to the minute news about the rare book market which, it hopes, will help you develop a profitable extension of your business.

ing, which would seem to confirm that the type was broken while the first run was being made. The first book printed presumably had the full word—*long*. Because these two letters broke during the run and were not noticed or corrected for so long (apparently not until the fifth edition) must the first run of the book be divided into two issues? There is no more reason why the type should have broken between runs than during the middle of the first run.

"I am not bringing up these arguments to make the bibliography business look ridiculous, but simply to give point to my contention that hair-splitting has been allowed to run a little too far and that it is time to apply some common sense and call a halt."

Mr. Bennett is unquestionably correct in his view that too much weight is often attached to typographical defects (which, of course, are something entirely different from misprints that have patently been corrected). The fact that of two copies of a given book, one exhibits a mashed letter in a certain place and another a perfect letter in the same place is not of itself unequivocal evidence of the priority of either issue over the other. Usually a pretty convincing argument could be put up for either side—the thing is more a matter of dialectic than of bibliography. Usually, too, it is impossible, even in the case of modern books, to secure direct testimony in support of either of the claims discussed.

Tradition undoubtedly has much to do with the survival of many alleged "points." "Points" they have been asserted to be, and the bookseller and the collector, lacking the means to investigate the problem at the source, must perforce accept the dictum.

The *lo-long* variant in the "Evangeline" which Mr. Bennett cites appears to be an excellent example of the persistence of a tradition that seems to lack any logical foundation. The collector, and sometimes the bookseller, is often ignorant of the mechanics of printing and stereotyping (the problem of the mashed letter is more the concern of the stereotyper than of the printer), and perforce accepts the sayso of the authority who first heralded the "point."

The Weekly Book Exchange

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The African Elephant and Its Hunters. D. D. Lyell.
African Nature Notes and Reminiscences. Selous.
American Big Game Hunting. Roosevelt & Grinnell.
The Art of Wing Shooting. Leffingwell.
Big Game Fields of America, North and South. Singer.
Big Game Shooting. 2 vols. Hutchinson.
Big Game Shooting in Alaska. Radclyffe.
Big Game Shooting in India, Burma and Somaliland. Stockley.
Brush, Sedge and Stubble. Huntington.
Dry Fly Entomology. Halford. 2 vols. DeLuxe ed.
Feathered Game. Huntington.
First Lessons in the Art of Wildfowling. Chapman.
Floating Flies and How to Dress Them. Halford.
Game Fishes of the World. Holder.
The Gun and Its Development. Greener.
Horse Breeding in Theory and Practice. V. Dettingen.
Hunting the Elephant in Africa. Stigand.
Life and Sport on the Lower St. Lawrence. Comeau.
Life Histories of Northern Animals. 2 vols. Seton.
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The Modern Sportsman's Gun and Rifle. 2 vols. Walsh.
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Salmon Fishing. Hardy.
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Shooting on Upland, Marsh and Stream. Leffingwell.
Sport with Gun and Rod in American Woods and Waters. Mayer.
Sport and Life in the Hunting Grounds of Western America and British Columbia. Baillie-Grohman.
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Wilderness of the North Pacific Coast Islands. Sheldon.

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Travel and Sport in Africa. A. E. Pease.
Feathered Game of New England. Rich.
The Wild Turkey and Its Hunting. McIlheny.
Elephant Haunts. Faulkner.
Sport in Asia and Africa. Dane.
Elephant and Seladang Hunting in Malaya. Hubback.
Shooting Over Decoys. Hamilton.
The Vast Sudan. Dugmore.
The Large and Small Game of Bengal. Baldwin.
Animal Life in Africa. Stevenson-Hamilton.
Bells of the Chase. Yoi Over.
A Loose Rein. Wanderer.
Horses and Hounds. Griswold.
Full Cry. Cotton.
The Hunting Field with Horse and Hound. Peer.
The Book of the Rifle. Freemantle.
Notes on the Rifle. Freemantle.
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Reminiscences of the Yukon. Stratford-Tollemache.
The Big Game of Asia and North America. Caruthers, Millais, etc.
The Big Game of Africa and Europe. Selous, Millais & Chapman.
The Deer of All Lands. Lydekker.
The Deer and the Antelope of North America. Caton.
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The American Thoroughbred. Merry.
Treatise on Horses. 2 vols. Lawrence.
The Horse of America. Wallace.
Modern Horse Management. Timmis.
Making the American Thoroughbred. Anderson.
Riding and Polo Ponies. Dale.
The Game of Polo. Dale.
Polo. Brown.
Sport and Travel in the Northland of Canada. Hanbury.
Caribou Shooting. Davis.
Camps in the Caribees. Ober.
Camera Shots at Big Game. Wallihan.
American Big Game in Its Haunts. Grinnell.
Our Wild Fowl and Waders. Huntington.
North American Shore Birds. Elliot.
A quaint treatise on Flies and Fly Making by an Old Fisherman. Aldam.
The Ristigouche and Its Salmon Fishing. Dean Sage.
Great and Small Game of Africa. Various authors. Pub. Rowland Ward.

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Parish-Randall. Devil's Own. Pub. McClurg.

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Charm and Courtesy in Conversation; Charm
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Henry, J. Aeneida. 1873-1892. 5 vols.

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Nearing. Law of Social Revolution. 1926.
Woodberry. Nath. Hawthorne. 1902.
Yale Studies in English, vol. 25; Ben Jonson,
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Child Lore. Author unknown. Pub. prior to
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Queen's Page. Author unknown.
La Magie des Nombres.

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River. 1816.
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 Carver. Travels. 3rd ed. 1781.
 Century Dict. of Names. Thin paper.
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 Ball. Things Chinese.
 Conling. Cyclopaedia Sinica.
 Mayer. Chinese Readers Manual.
 Williams. Middle Kingdom. 2 vols.
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 Hunter. Stiegel Glass. H. M. & Co. 1914.
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 Rideal. Hist. DuPont Powder Co. 1912.
 Robertson, Genl. Jas. Life and Times. 1859.
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 Southern Fruit Grower. Chattanooga. Vols. 1-6.
 Sparke. Memories of 50 Years.
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 Fling. Outlines of Historical Methods. Ainsworth. 1899.
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 Raleigh. History of English Novel.
 Wallas. Life of Francis Place.

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- The Land-Owner. Pub. Wing.
 Chicago. Illustrated. 1866. Jevne & Almini.
 One Year After the Fire. Wing, Pub.
 Two Years After the Fire. Wing, Pub.
 Chicago Photo. Magazine.
 Western Plowman Magazine.
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 Tally-Ho. Craig. Chicago. 1889.
 Kenyon. Poem. Chicago. 1845(?).

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